

# Zarna Gandhi

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## Professional Summary

Results-driven SEO Specialist with 3 years of experience in devising and implementing effective SEO strategies to improve organic search rankings, drives website traffic, and enhances online visibility. Proficient in conducting thorough keyword research, optimizing on-page and off-page elements, and utilizing analytical tools to track and measure performance metrics. Adept at staying updated with industry trends and algorithm changes to ensure sustained success. Demonstrated ability to collaborate cross-functionally, communicates effectively, and delivers tangible results. Proven track record of optimizing websites across various industries and driving significant improvements in search engine visibility and user engagement.

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## Skills

- **SEO Tools:** Google Analytics, Google Search Console, SEMrush, Moz, Screaming Frog, Keyword Planner
  - **Technical SEO**
  - **SEO Copywriting**
  - **Link Building**
  - **Content Marketing**
  - **Social Media Marketing**
  - **Keyword Research**
  - **HTML/WordPress**
  - **On-Page/Off-Page SEO**
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## Professional Experience

### SEO Specialist (Contractor) | Siminfox Technologies

*June 2022 – Present*

- Devise and develop web optimization plans for the company and clients.
- Research SEO keywords to use throughout the company's website and marketing materials.
- Implement on-page SEO strategies including optimizing content, meta tags, and meta titles.
- Perform technical SEO audits to identify and resolve website issues affecting search engine rankings.
- Coordinate with the website development team to ensure best SEO practices are executed.
- Develop and execute off-page SEO strategies including link building and outreach.
- Update content and website links for maximum optimization and search engine rankings.
- Analyze website traffic and user behavior using tools like Google Analytics and Google Search Console.
- Track and report on key performance indicators (KPIs) to measure the success of SEO efforts.

- Execute test runs, identify trends, and gather relevant results while working on SEO strategies.
- Identify and recommend opportunities for website content improvements and expansion.
- Increase digital brand awareness while growing website traffic.
- Write compelling and high-quality website content including blog posts and page descriptions.
- Stay aware of competitors' SEO strategies and market trends.
- Troubleshoot and resolve SEO-related issues as they arise.
- Manage Adwords and PPC campaigns at the initial stage.

### **SEO Executive | Kody Technolab**

*December 2019 – June 2022*

- Develop optimization strategies that increase the company's search engine results rankings.
- Research SEO keywords to use throughout the company's website and marketing materials.
- Set measurable goals that demonstrate improvement in marketing efforts.
- Work with back-end SEO elements such as robots.txt, metadata, and site speed optimization.
- Monitor daily performance metrics to understand SEO strategy performance.
- Manage expenses of SEO campaigns, staying on budget, estimating monthly costs, and reconciling differences.
- Build inbound organic search traffic and improve SERPs.
- Write compelling and high-quality website content including blog posts and page descriptions.
- Update content and website links for maximum optimization and search engine rankings.
- Manage social media platforms like Facebook, Instagram, LinkedIn, Pinterest, YouTube, etc.

### **SEO Executive | Innvonix Technologies**

*February 2019 – December 2019*

- Conduct on-site and off-site analysis of clients' SEO competitors.
- Use programs such as Google Analytics to compile regular performance reports.
- Assist the content team in the creation of high-quality informative SEO content.
- Contribute to the company blog.
- Carry out detailed keyword research according to the latest keyword strategies.
- Keep up to date with the most recent developments in Search Engine Marketing (SEM).
- Pay attention to significant Google algorithmic changes.

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## **Education**

### **Bachelor of Engineering (BE) in Electronics & Communication**

*Gujarat Technological University (GTU), May 2013*

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## **Thank You**

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