

RACHANA BHAVIN THAKKAR

PROFESSIONAL SUMMARY

Objectives: A dynamic, team-spirited and results oriented individual wants to contribute to the organization's growth and objectives. I would like to work in such an environment where I can improve my intellectual growth and practical knowledge and enhance my skills like creativity, problem-solving ability. With in-depth knowledge of SEO strategies, multiple analytic and tracking tools and Software report generation. Guides SEO strategy for medium-sized businesses and executes SEO-driven lead generation campaigns for large clients.

CONTACT

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WORK HISTORY

Digital Consultant, SEO Analyst, 01/2023 to Current

Dr Anuj Purbey

- Complete SEO Service
- Organic Performance Growth
- Revenue Generating
- Website Analysis
- Keywords Research and Ranking
- Content Marketing
- Social Media Management
- Milestone Internet Marketing

04/2020 to 03/2023

- Managing company's Enterprise Clients and promotional projects like Renault (Mexico)
- Hyatt (Europe), Signature Estate & investment (USA) , Grand Velas (USA), Best Western Hotels (USA), RB Properties (USA) and many more
- Working for Enterprise clients Website :
- Solving their Website's Technical Glitch, Improving their Organic Performance, Revenue as well as Overall Website Performance o Also, working on their LOCAL SEO which includes Google My Business
- Facebook, Bing, Uberall, Foursquare directories, their submissions and to improve their overall performance
- Keyword Research and Keyword Ranking
- Competitor Analysis
- Preparing Reports using various tools like, Google Analytics, Search Consol, SEMRush, Keyword Planner and many other
- Work with Content Team for better Content Writing by giving them the Title and Keywords which they can use
- Work with Technical Team to solve the Technical Issue website is facing which prevents to rank better on Search Engine
- Off page work - Link Building
- Taking Client Calls as well on their query and to explain them the

SKILLS

- Skill:
- Advanced knowledge of Technical SEO & Local SEO
- Enormous experience in performing client specific keyword
- Research and competitive analysis
- Proven track record of SEO successes including
- Progressing search ranking through SEO best practice
- Ability to build and analyze reports and make proposal
- Ability to write content as per requirement
- Concrete experience using web analytics platforms
- Including Google Analytics Search Console, SEMrush and
- Many more.
- Any kind of problem solving and analytical skills
- Stupendous communication skills (written and verbal) with
- The ability to explain technical conception to clients
- Ability to work on multiple projects
- Develop strong SEO strategies for clients based on their Specific needs
- Execute technical SEO Audits of client websites
- Perform back-link analysis,

reports and how keywords are performing and what is the growth

Digital Marketing Head, 06/2018 to 02/2020

Sandesh Pvt. Ltd

- On Page Optimization
- Website Analysis
- URL Structure
- Title & Meta Tag Creation and optimization
- Tracking traffic & report creation using Google Analytics
- Webmaster Tools
- Google Analytics
- Competitor Analysis
- Heading Tags optimization
- Off Page Optimization
- Directory Submission
- Press Release
- Article Submission
- Forum Posting
- Social Media Optimization
- Social Book Marking
- Classified Posting
- Blogs Creation & optimization
- SMO (Facebook, Twitter, Pinterest, LinkedIn etc.)
- SMO
- All Social Media Accounts
- Facebook
- Twitter
- G+
- LinkedIn
- Instagram
- Pinterest
- Tumblr
- Flickr etc

Sr, 04/2016 to 05/2018

Cygnet Infotech, SEO | SMO

- On Page Optimization
- Website Analysis
- URL Structure
- Title & Meta Tag Creation and optimization
- Tracking traffic & report creation using Google Analytics
- Webmaster Tools
- Google Analytics
- Competitor Analysis
- Heading Tags optimization
- Off Page Optimization
- Directory Submission
- Press Release
- Article Submission
- Forum Posting
- Social Media Optimization
- Social Book Marking

prospect identification

- Solicitation and optimization
- Glibness in SEO core elements including: On-page and Off-
- Page tactics, Optimization of site navigation, internal linking
- Structure, URL structure, Title, Meta Descriptions, H-tags
- Dynamic and static page templates, XML sitemaps, Robots
- Canonical Tags, etc
- Digital Marketing Tools
- Google Search Console
- Google Analytics
- SEMrush
- Keyword Planner
- Graphic Design Tools
- Adobe Photoshop
- SEO
- Client Relationships
- Project Management

- Classified Posting
- Blogs Creation & optimization
- SMO (Facebook, Twitter, Pinterest, Linkedin etc.)

SEO Executive, 03/2015 to 03/2016

Starline Media Pvt. Ltd

EDUCATION

BCA (Bachelors of Computer Applications)

level: A Project (web-site development) on Gala Gymkhana the Family Club situated at Bopal Ahmadabad, Gujarat , India

LANGUAGES

English

Fluent

Hindi

Fluent

Gujarati

Native
