

# Yojna Katre

**Digital Marketing Expert**  
*BitCanny Technologies Pvt.Ltd.*

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## Objective

A Challenging career as a SEO specialist in an organization that lead me supportive and co-operative learning environment with extensive chances to contribute and diversify my knowledge and skills.

## Education

2005–2009 **Bachelor in Computer Science**, Nagpur University.

2009–2011 **Masters in Computer Science**, Nagpur University.

## Certifications

Google Analytics certified.

Google Adword certified.

## Work Experience

**Costumer Care Executive(CCE):** *Integra Technologies Kolkata* (October 2013–Feb 2014)

**SEO Executive:** *Best Web Solution Kolkata* (March 2014–July 2015)

**Digital Marketing Executive:** *PrasarNet Technologies, Kolkata* (August 2015–August 2016)

**Digital Marketing Analyst:** *BitCanny Technologies, Kolkata* (September 2016 – till date)

### Responsibilities

- Getting clients sites higher on the search engine results.
- Actively researching, testing and proposing new approaches to improve search engine ranking.
- Selecting search phrases and choosing keywords
- Analyzing search results via Web Analytics and other special software.
- Optimizing web sites and landing pages
- External link building with relevant high quality third party web sites and directories.
- Internal link building within site.
- Creating monthly work report for client.
- Developing and maintaining back end of site.

### On page Optimization

- Meta title, meta keyword, meta description creation.
- Search engine submission(Google, Bing, Yahoo,Alexa).
- Robots.txt creation.
- Competitor keyword analysis.
- Alt tag,title tag creation.
- Google Analytic code generation.
- Canonical issue solving.
- Xml and HTML site map creation and submission.
- SEO image optimization.

### Off page Optimization

- Directory submission(DMOZ).
- Social Bookmarking.
- Blog commenting.
- Integration of Alexa and ranking.
- Article submission.
- PR submission.
- Business listing(Google, Yahoo,Bing)
- Business review
- Product review
- Forum submission
- Image sharing
- Link Prism
- Info-graphics
- PPT Submission
- Blog posting on high authority blogsites.
- Classified submission and creating back-link from high PR classified site.

### Social Media Optimization

- Facebook page creation
- Group creation
- Increasing like on page
- twitter
- Business profile creation
- List creation
- Linkdin
- Company profile creation.
- pinterest board creation

### Google Adwords

- Pay per click(PPC)
- Bing Ad

## My Blog

<http://yojnakatire.blogspot.in>

## Projects Portfolio

- [www.dcvapor.com](http://www.dcvapor.com)
- [www.exclusivecoverings.com](http://www.exclusivecoverings.com)
- [www.nationsconstructionfl.com](http://www.nationsconstructionfl.com)
- [www.smoketolive.com](http://www.smoketolive.com)
- [www.ulrichbarns.com](http://www.ulrichbarns.com)
- [www.ulrichgarages.com](http://www.ulrichgarages.com)
- [www.ulrichlogcabins.com](http://www.ulrichlogcabins.com)
- [www.primewebtech.com.au](http://www.primewebtech.com.au)
- [www.qkmkitchen.com.au](http://www.qkmkitchen.com.au)
- [www.glassfencingsydney.com.au](http://www.glassfencingsydney.com.au)
- [www.blueberryevents.com.au](http://www.blueberryevents.com.au)

## Short Keyword Portfolio

App Development Melbourne (40), App Developers Melbourne (31), App Development Company (29), iPhone App Developer Melbourne (49), App Development Company (29), kitchens penrith (5), kitchens supply(13), hunter valley real estate(13), merriwa real estate(8), merriwa property(6), glass pool fencing sydney(16), frameless glass pool fencing sydney(12), pool fencing sydney(20)

## Personal Details

Sex Female  
DOB 23/03/1988  
Nationality Indian  
Marital Status Married

## Languages

English Reading, Writing and Speaking  
Hindi Reading, Writing and Speaking  
Bengali Speaking

**Notice Period:** 1 Month