

REKHA

SEARCH ENGINE OPTIMIZATION (SEO) SPECIALIST

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Address

Phagwara, Punjab

Profile Summary

As a experienced SEO Specialist with 5 years of experience, I'm passionate about driving organic traffic growth and improving search engine rankings. My data-driven approach is key to my success, whether it's implementing on-page and off-page strategies to achieve a 25% traffic increase, outperforming industry competitors through meticulous competitor analysis and targeted SEO plans, or building a network of high-quality backlinks through strategic link-building campaigns.

Work Experience

Senior SEO Specialist – EROSTEPS PRIVATE LIMITED COMPANY

Aug 2022 – Present

- Led on-page and off-page SEO efforts, contributing to a 25% increase in organic traffic.
- Conducted thorough competitor analysis, developing strategies that outperformed industry competitors.
- Identifies and resolves technical SEO issues on the website & Implemented SEO best practices, resulting in improved search engine Rankings.
- Creates and optimizes SEO-friendly content including blog posts, landing pages, and product descriptions.
- Developed a link-building strategy that increased quality backlinks by 20%.
- Analyzed SEO-related data from multiple sources, including Google Analytics, Google Search, Screaming Frog, SEMrush and Google Trends.

SEO Executive – EMBIEN CREATIVE

May 2019 – July 2022

- Developed and executed effective SEO campaigns that increased organic traffic by 20%.
- Handling projects to improve website UX and reduce bounce rates.
- Collaborating with the content team to produce SEO-optimized Landing Pages
- Conducting keyword research to identify new target keywords.
- Implemented SEO best practices, resulting in improved search engine Rankings.
- Developed a link-building strategy that increased quality backlinks by 20%.
- Assisted in the creation of engaging website content, including blog posts and pages
- Proficient in WordPress (Elementor), Adobe Photoshop, Canva, and Google Search Console, ensuring a holistic approach to SEO.

Social Media Specialist – EMBIEN CREATIVE

- Created visually appealing graphics for various social media platforms to enhance brand presence.
- Managed content creation and scheduling for social media posts, ensuring timely and consistent updates.
- Utilized design tools such as Adobe Photoshop and Canva for graphic creation and enhancement.

SEO INTERN – ARTIFLEX EDGE

Jan 2019 – Apr 2019

- Conducted in-depth keyword research specifically tailored for Amazon products.
- Engaged in off-page SEO activities to build and strengthen the online presence of assigned projects.
- Prepared informational and reader-friendly reports.
- Stayed up-to-date with the newest SEO guidelines and trends.

Skills

Adaptability

Creative Thinking

Graphic Design Skills

Problem-Solving

Leadership

Analytical Skills

Communication Skills

Social Media Marketing

Education

2014 – 2017

Bachelor of Technology in Computer Science Engineering

St. Soldier Institute Of Engineering & Technology, Jalandhar

2010– 2013

Diploma (Punjab Technical University)

Ramgarhia Polytechnic College, Phagwara

2010

Higher Secondary Education (10th Grade)

T.W.E.I Senior Secondary School, Phagwara

Certifications

2023

Google Ads Certification

Received Google Ads Certification from **Google** in 2023.

2023

Google Ads Projects Beginner

Completed Google Ads Projects Beginner course on **Coursera** in 2023.

2023

Google Analytics Certification

Earned Google Analytics Certification from **Google** in 2023.

2023

Fundamentals of Digital Marketing Certification

Achieved Fundamentals of Digital Marketing Certification from **Google** in 2023.

2024

Foundation of Digital Marketing and E commerce Certification

Achieved Foundation of Digital Marketing and E commerce Certification from **COURSERA** (Google) in 2024.