

Ruchi Singh

Mira Road, Thane | +91 90049 85232 | +91 81698 62185

Email - ruchi1360@gmail.com

LinkedIn Profile - <https://www.linkedin.com/in/ruchi-singh-06/>



Career Objective

To achieve success in the field of digital marketing and grow with the organization.

Area of Interest

Digital Marketing | Social Media | SEO | Google Ad Words | YouTube | Wikipedia

Profile Summary

- Overall **5+ Years** of experience as a Digital Marketing Executive in handling clients for Digital Marketing strategies involving SEO, SMO, PPC, Email Marketing, Content Management, Brand Promotion, Landing-Page Optimization, Link Building etc.
- Analytical, precise and quality-oriented professional with attention to detail nested deep within.
- Experience on a wide range of SEO tools including Moz, Raven Tools, Semrush, Ahrefs, Hot jar, AWR ranking monitoring tool, Site liner, Open Site Explorer, Similar Web, Uber Suggest, KW Finder, and Keyword Tool.

Professional Experience

Organization: Qtech Software Private Limited (June 2021 till Present)

Designation: SEO Specialist

- Conducting keyword research using tools such as Semrush, Ubersuggest, and Ahrefs.
- Tracking organic traffic, conversion rate, and time spent on page using platforms like Google Analytics.
- Performing on-page and off-page optimization for B2B and B2C websites.
- Monitoring and reporting on search trends and SEO performance.
- Analyzing websites to identify areas for improvement and providing recommendations.
- Conducting competitor analysis to identify content gaps and potential website design improvements.
- Staying up to date on industry trends, tools, and best practices in SEO, social media, and digital marketing.
- Implementing a link-building strategy and using white hat SEO techniques to maintain a healthy ranking and drive continuous improvement in search results.
- Making suggestions for creating SEO-friendly content.
- Providing keyword insights and SEO advice to other teams within the organization.

Organization: Paytm Insurance Broking Private Limited (Nov 2020 to May 2021)

Designation: Sr. Associates - SEO

- Creating & implementing effective SEO strategies.
- Researching keywords to aid the content teams.
- Research and implement search engine optimization recommendations.
- Research and analyze competitor's website.
- Troubleshooting technical SEO issues & recommending fixes.
- Optimizing on-page activities like Pageload, Meta Tag Creation, Keyword Analysis, Keyword Density, Navigation Architecture, XML sitemaps, canonical tags, schema markup, etc.
- Developing off-page optimization projects like Class C IP Address, Social Bookmarking, Directory Submission, Forum Posting, Blog Commenting, Article Submission, Link Building, & Quora etc.
- Tracking, analyzing and reporting performance of web pages using Search Console.
- Coordinate with development team & implement the strategic plan for marketing Activity.
- Publishing content in CMS (Strapi).
- Coordinate with development team.
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.

Organization: Fairdeal Realtors Pvt. Ltd. (Nov 2018 to May 2020)

Designation: SEO Executive

- Creating awareness about the company's brand using all SEO activities like organic, paid, social, etc.
- Assuring proper implementation of various digital marketing tools & techniques such as SEO, PPC, Advertisements, etc. and thus delivering results across all online modules.
- Optimizing on-page activities like Meta Tag Creation, Keyword Analysis, Google Analytics, Google Webmaster etc.
- Optimizing Off page activities like Social Bookmarking, Directory Submission, Forum Posting, Blog Commenting, Article Submission, Link Building, Yahoo Answers, and Quora etc.
- Tracking, analyzing and reporting performance of web pages using Google Analytics tool.
- Composing PPC Campaigns by obtaining best performing keywords & writing the best relevant ad copies for text, image, and ads.
- Tracking, monitoring, managing and rating the performance of several competitors over the social media platform.
- Handling and Coordinate with team and implement the strategic plan for marketing Activity.
- Development in WordPress.
- Generating enquiries from LinkedIn.

Organization: Filmymantra Digital Pvt. Ltd. (Jan 2018 to August 2018)

Designation: Social Media Executive

- Handling Public figure verified accounts such as Facebook, Instagram, Twitter, etc.
 - ❖ Ihana Dhillon.
 - ❖ Disha Patani.
 - ❖ Shibani Kashyap.
 - ❖ Richa Sharma.
 - ❖ Ampliify Times.
 - ❖ Shama Sikander.
 - ❖ Adah Sharma
- Doing 360 movie promotion
 - ❖ Hate story IV.
 - ❖ Nanu Ki Janu.

Organization: Innocent Virus. (October 2016 to Nov 2017)

Designation: Digital Marketing Executive

- Responsibility for planning and budgetary control of all digital marketing.
- Developing social media engagement Strategies and brand awareness campaigns.
- Monitoring the success of Social Media Campaigns through media analytics, KPIs, and dashboards.
- Evaluating the effectiveness of marketing programs, provided market analysis and insights to senior management.
- Handling day-to-day Search Engine Marketing (SEM) activities including campaign planning, implementation, budget management, performance review, and optimization of paid search campaigns.
- Monitor and evaluate web analytic dashboards and reports using Google Analytic, Webmaster tool.

Organization: Integration Database India Limited - India Today Group. (April 2015 to Sept 2017)

Designation: Sales

- I worked closely with upper management to make sure that the scope, direction, and budget of each project is on schedule and in line with the proposals.
- Strategic Planning, Project Planning and Arranging Business Meetings were one of my Key Roles.
- Working with the sales and marketing team to drive sales forward.
- Work together with team to achieve set targets.
- Daily sales Report (DSR) Analysis.
- Increasing margins and sales.
- Scheduling weekly roaster.

Functional Skills:

- Search Engine Optimization
- Social Media Optimization
- Search Engine Marketing
- Google Analytics, Webmaster and Ad words.

Academic Details:

- BMM from Devi Prasad Goenka Management College of Media Studies in May 2015 with 53.14%
- HSC passed with 42.00% from Board of Higher Education, Maharashtra.
- SSC passed with 44.00% from Board of Secondary Education, Maharashtra.

Professional Qualification

- Digital Marketing Course certified by Innocent Virus.
- Diploma in SEO certified by Operating Media.
- Master Course in Digital Marketing -2017
Includes: 6 Ad Words Certifications:
 - Ad Words Fundamental
 - Video Advertising
 - Search Advertising
 - Shopping Advertising
 - Display Advertising
 - Mobile Advertising
 - Google Analytics Certification

IT Skills

- | | |
|----------------------------|--------------------|
| ● Knowledge of MS Office | ● Webmaster tools |
| ● WordPress Website Design | ● Google Analytics |
| ● SSL Certificate | ● Google Ad words |
| | ● Tag Manger |

Personal Details

Date of Birth:	1 st January 1994
Languages:	English, Hindi and Marathi
Address:	Flat no. 001 – Kirtan building Mira road east.
Nationality:	Hindu

Declaration: - I hereby declare that the particulars furnished above are the true to the best of my Knowledge.