



HARSHAL M. RANA

Seo Executive

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Sonapur lane, Bundar Road, Dahanu, palghar, Maharashtra - 401601

EDUCATION

SSC in Maharashtra State Board

School or University

01/2017

HSC in Maharashtra State Board

School or University

01/2019

BACHELOR OF MANAGEMENT

Mumbai University

08/2019 - 05/2022

Adv.DIGITAL MARKETING

Lips india institute

06/2022 - 10/2022

LANGUAGES

English

Hindi

Marathi

Gujarati

SKILLS

Competitor Analysis · content creation ·

google ads · Google Analytics ·

Google Search Console ·

Search Console · SEO ·

social media marketing · Seo ·

Technical seo · Moz ·

All in one seo tool · Seo quake ·

Sem rush · Google Tag manager ·

Chat gpt · Tool / Technology

SUMMARY

Results-driven professional with a solid foundation in SEO, backed by 8 months of hands-on internship experience. Adept at optimizing online content, conducting keyword research, and implementing strategies to enhance website visibility and organic traffic. Recently transitioned into an executive role for 3 months, demonstrating effective leadership and organizational skills. Proven ability to collaborate across teams, contribute to project success, and drive positive outcomes. Seeking a challenging position to leverage SEO expertise and executive experience for the growth of a dynamic organization.

EXPERIENCE

SEO Intern

01/2023 - 01/2023

Bag2Bag Hotels And Homes

Bangalore

- Conducted keyword research using industry tools to identify relevant and high-ranking keywords for website optimization
- Assisted in the implementation of on-page optimization strategies, including meta tags, header tags, and URL optimization
- Conducted competitor analysis to identify opportunities for improvement and develop effective SEO strategies
- Assisted in link building activities through outreach, guest posting, and building relationships with relevant websites
- Monitored website performance using Google Analytics and Google Search Console, and provided recommendations for improvements based on data analysis
- Prepared detailed reports on SEO performance metrics, including keyword rankings, organic traffic

SEO Executive

09/2023 - Present

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Bangalore

- Developed and implemented comprehensive SEO strategies to improve website rankings and organic traffic.
- Conducted thorough keyword research, competitor analysis, and market trends assessment to inform content optimization efforts.
- Collaborated with cross-functional teams to ensure SEO best practices were integrated into website design, content creation, and development processes.
- Utilized SEO tools such as Google Analytics, Google Search Console, and SEMrush to track performance and identify opportunities for improvement.
- Executed on-page and off-page optimization techniques, including meta tag optimization, link building, and content marketing initiatives.

HOBBIES

Cricket

Music

Volleyball