



Result-oriented professional, with 5 years of experience. Improved organic search ranking from page 3 to top 5 for 10+ service based US clients. Increased organic traffic by 30% using competitor analysis and SEO strategies. Seeking to leverage exemplary project management skills, data analysis skills and broad SEO knowledge as an SEO strategist.

Achievements

- Helped organization to achieve local rankings for various service industries
- Supported the client to resolve on-page errors within a week's time
- Got promoted basis performance from executive to Assistant Project Manager with eBrandz solutions

Skills & Tools Used

- Team Management & Quick Learner
- SEMrush
- Google Analytics, Google Search Console, GMB, AHERF, Keyword Planner
- Google Docs, MS Word, Excel, Word and PPT

Extra-Curriculum

- Fond of Cricket (Played for FCC club – J&K)

Education

- Bachelors in Mass Media | 2019 | Mumbai University

Work Experience

I. ICAD - Internationally Accredited Institute |Assistant Project Manager | Sep 22 – Apr – 23

Responsibilities:

- Develop SEO Strategies for ICAD on both On Page & Off Page SEO activities.
- Co-worked on the website for the organization and resolved technical issues
- Analyzing data through Google Analytics and Google Webmaster tools to improve the organic growth

II. Puretech Digital | Assistant Project Manager | Apr 22 – July 22

Responsibilities:

- Purely worked for one of the highest revenue generator client HDFC Bank website like on-page optimization etc.
- Finding new opportunities in BFSI sector for HDFC Bank
- Supporting team with manual report creation

III. eBrandz Solutions | Assistant Project Manager | Feb - Apr 2022

Started off as Executive Project Manager from Jun 2018 - 20

Responsibilities:

- Develop SEO Strategies for Clients Inclusive of both On Page & Off Page SEO activities for national & local SEO
- Worked on US based websites to get more visibility throughout the Web.
- Regular analysis of Google Analytics and Google Webmaster tools data to improve the overall SEO performance
- Analyze a website from an SEO and technical perspective along with link building strategies.
- Perform Keyword Analysis for the Site with a Quarterly/Half Yearly targeting
- Perform SEO site audits & SEO planning
- Getting client's sites higher on the search engine results by implementing on-site & off-site search strategies
- Independently managing entire campaign
- Resolved technical issues related to a client's website
- Solving queries of the abroad based clients through email, chat or by telephonic conversation
- Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities
- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages
- Provide recommendations and execute strategies for content development in coordination with SEO goals – general and keyword specific
- Administer search engine & web analysis programs (XML sitemaps, e-commerce tracking, leads & event tracking, schema implementations, shopping feeds, webmaster tools) for purposes of diagnostic reporting on client projects
- Implement link building campaigns in coordination with client's SEO goals
- Assist in development and execution of communication/content strategies via social communities' in coordination with SEO goals
- Helped in getting big reseller on board for Full SEO & a-la-carte based SEO Services