



Experienced SEO strategist with **5+ years** of project management and data analysis skills. Proven track record in developing and executing successful SEO strategies. Proficient in on-page and off-page optimization techniques, with expertise in Google Analytics, Google Tag managers and webmaster tools. Skilled in team management, technical issue resolution, and client service. Seeking an opportunity to leverage expertise as an SEO strategist and drive business growth.

Achievements

- Led local ranking initiatives across diverse industries, enhancing visibility and driving growth, earning recognition from both internal teams and client representatives.
- Resolved critical on-page errors for clients within one week, ensuring seamless website functionality and enhancing user experience.
- Promoted to Assistant Project Manager at eBrandz Solutions Mumbai for exceptional performance and contributing to organizational success.

Skills & Technical Proficiency

- Team Management & Quick Learning Abilities
- Analytical thinking & Client Servicing Management
- SEMrush
- Google Analytics, Google Search Console, GMB, AHERF, Keyword Planner
- Google Docs, MS Word, Excel, Word and PPT

Education

- Bachelor's in Mass Media (BMM) | 2019 | Mumbai University

Work Experience

I. ICAD - Internationally Accredited Institute Mumbai | Assistant Project Manager | Sep 22 – Apr – 24 (1 year and 7 months)

Responsibilities:

- Developed comprehensive SEO strategies integrating On-Page and Off-Page techniques to bolster online presence and visibility.
- Collaborated cross-functionally on website development projects, proactively resolving technical issues to ensure optimal site performance.
- Leveraged data analysis tools such as Google Analytics, Google Webmaster Tools and Google Tag Managers to meticulously assess website performance metrics and refine strategies for organic growth.
- Conducted thorough keyword research and analysis to optimize content for search engines, driving increased traffic and engagement.
- Implemented effective link-building strategies to enhance domain authority and improve search engine rankings.

II. Puretech Digital Mumbai | Assistant Project Manager | Apr 22 – July 22 (3 months)

Responsibilities:

- Implemented on-page optimization strategies for HDFC Bank's website, a significant revenue contributor for the organization.
- Analyzed competitors' data for enhancing the uniqueness of products for HDFC Bank, especially in response to client requests for new product launches.
- Developed PowerPoint presentations to communicate observations, analyses, and recommendations effectively to highlight their potential utility for HDFC Bank.
- Provided suggestions for enhancing Conversion Rate Optimization (CRO), User Interface (UI)/User Experience (UX) design, and content quality, aligning with client objectives.
- Produced Key Performance Indicator (KPI) reports and conducted weekly keyword analysis to monitor performance and drive improvements.
- Addressed technical issues including resolving broken links and ensuring proper indexing of pages to maintain website functionality and integrity.

III. eBrandz Solutions Mumbai | Assistant Project Manager | June 2018 - Apr 2022 (3 years and 10 months)

Responsibilities:

- Effectively managed a team of three individuals, providing comprehensive training in SEO methodologies and guiding them in the execution of targeted campaigns, thereby fostering their professional development and optimizing organizational outcomes.
- Consistently meeting monthly goals for US local campaigns, contributing added value, and receiving acknowledgment from client & internal team.
- Achieved a remarkable 30% increase in organic traffic through strategic competitor analysis and SEO tactics. Successfully helping clients from page 3 to top 5 positions for over 10 service-based US businesses, has been a significant achievement.
- Worked on SEO strategies encompassing both On-Page and Off-Page activities for national and local SEO.
- Conducted regular analysis of Google Analytics and Google Webmaster Tools data to improve overall SEO performance of client websites.
- Analyzed websites from an SEO and technical perspective, developing effective link-building strategies.
- Managed entire campaigns for B2B and B2C US clients independently.
- Resolved technical issues related to client websites (broken links, indexing, page speed issues etc)
- Addressed queries from international clients via email, chat, or phone calls on weekly basis & suggestion solutions.
- Conducted keyword research to optimize existing content and uncover new opportunities for websites.
- Provided SEO analysis and recommendations to enhance website elements and structure.
- Executed strategies for content development in line with SEO goals.
- Utilized search engine and web analysis programs for diagnostic reporting.
- Assisted in the development and execution of communication/content strategies via social communities.
- Facilitated acquisition of major resellers for full SEO and a-la-carte based SEO services.