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**Location:** Sadhaura, Haryana, India

## PROFESSIONAL SUMMARY

Dedicated and results-driven Digital Marketing Specialist with 3 years of experience in developing and executing data-driven online marketing strategies. Proficient in SEO, SEM, PPC, social media marketing, content creation, and analytics with a proven track record of improving brand visibility, website traffic, and lead generation. Skilled at planning and optimizing multi-channel campaigns to maximize ROI. Adept at working with diverse industries and leveraging digital tools to deliver measurable business growth.

## CORE SKILLS

Creating and executing comprehensive SEO strategies

On-Page SEO (content optimization, internal linking, metadata)

Off-Page SEO (backlink acquisition, outreach campaigns)

Technical SEO (site audits, Core Web Vitals, crawlability, schema)

Local SEO (Google Business Profile optimization, local citations)

Keyword research & competitor analysis to identify growth opportunities

Using AI tools for content ideation and performance improvement

Proficient with GA4, Google Search Console, SEMrush, and other analytics platforms

Preparing SEO audit reports, tracking KPIs, and recommending improvements

Creating weekly/monthly performance reports for stakeholders

Driving measurable increase in organic traffic & lead generation

Coordinating with content, design, and development teams for SEO best practices

## **PROFESSIONAL EXPERIENCE**

### **Seo Executive**

*Singhi Marketing Solutions – [Mohali, India] May  
2022 – July 2023*

### **Senior Seo Executive**

*Stellen Infotech PVT. LMT (Mohali, Punjab)*

*Aug 2023 – May2025*

### **Sr. SEO Executive**

*Trueigtech (Indore, India)*

*May 2025- Till Present*

- Managed 9 U.S.-based projects, delivering customized SEO solutions to meet client objectives and enhance search visibility.
- Directed comprehensive Off-Page SEO strategies, achieving a 50% increase in high-quality backlinks through systematic link-building and directory submissions.
- Market scoping & research through various channels, establishing touchpoints with a new prospect through client meetings, and structuring of deals as per the business requirement of the client.
- Conducted benchmarking and industry analysis to assess market trends and identify prospective clients with requirements in digital marketing services.
  
- Executed advanced On-Page SEO techniques, resulting in a 40% growth in organic traffic and improved website performance metrics.
- Established collaborations with high-authority publishers for Guest Posting, resulting in a 30% enhancement in website traffic and engagement.
- Enabling 360° relationships by providing customer-centric solutions as per requirement.
- Analyzed Google Business Profile performance metrics to enhance visibility, optimize engagement, and drive local search traffic.

Implemented strategies to improve client profiles' rankings in local search results, increasing customer reach and conversions.

## **EDUCATION**

### **Bachelor of Business Administration**

Kurukshetra University [2021]

## **CERTIFICATIONS & TRAINING**

- Certificate -Tech Mahindra Mohali (6 Months)
- Developed expertise in campaign management, conversion optimization, and content creation strategies.
- Gained comprehensive knowledge of SEO, SEM, content marketing, social media marketing, and email marketing.
- Learned to create data-driven strategies for increasing brand visibility, website traffic, and lead generation.

## **LANGUAGES**

- English
- Hindi
- Punjabi

## **Extracurricular Achievements**

Selected for the Haryana CBSE Cluster Level Cricket Team, contributing to the team's success in regional competitions as sports captain.

Represented state-level cricket teams for both Haryana and Himachal Pradesh, competing in high-level tournaments and Demonstrating exceptional performance.