

Profile Summary

Results-driven SEO Expert with 2.6+ years in SEO and Digital Marketing. Specialize in On-Page SEO, Off-Page SEO and Technical SEO. Expertise in driving organic growth, building quality links, and optimizing website performance.

Professional Skills

- On-Page SEO
- Off-Page SEO
- Technical SEO
- Content

Relevant Tools

- Google Analytics
- Google Search Console
- Ahrefs
- SEMrush
- Screaming Frog
- MOZ

Education

K J Somaiya College of Science and Commerce

2018-2021

Bachelor of Science in Computer Science

Work Experience

Aavas Financiers - Assistant Manager (Marketing)

Nov 2023 - Current

- Generating 10,000+ Leads Per month organically with MoM lead and traffic growth of 20%.
- On-Page Optimisations, Technical Optimisations on the website and Building Quality Backlinks.

Testbook.com - SEO Executive

Nov 2022 - Nov 2023

- Fixing Indexing, Broken Links and Schema, Canonical, hreflang, AMP implementation.
- Keyword Research, Meta, Headings and Content Optimisation.
- Daily outreach to 1000+ individuals for Link Building, 5000+ Free and Paid Backlinks.
- Content Writing Using AI, Published more than 1000+ Blogs, resulting in 1M+ Organic Traffic.

Alphacom Group - Senior Digital Marketing Executive

Aug 2021 - Nov 2022

- Led SEO and digital marketing strategies, overseeing a team of two executives.
- Oversaw social media campaign launch resulting in revenue of \$13,000 with a ROAS of 2.5.
- Reached over 1.7 million people through social media marketing.
- Developed Websites on Wordpress, Shopify and Apps on Flutter.

GoChartist - Digital Marketing Intern

Apr 2021 - Aug 2021

- Improved site structure, page construction, compelling SEO copywriting, and updating metadata.
- Keyword research and content/keyword mapping.
- Performed SEO maintenance on a regular basis.
- Analyzed competitor backlink profiles.

Portfolio

- www.aavas.in
- testbook.com
- helloswanky.com