

Kashish Garg

SEO Expert

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Summary

Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing business success and boost sales. Excellent analytical, organizational and decision-making abilities.

Skills

- SEO (Search Engine Optimization)
- Digital Marketing
- International SEO
- Manual Testing
- A/B Testing
- UI/UX Testing
- Google Analytics
- Google Webmaster
- Keyword Research
- Technical SEO
- Off-Page Optimization
- On-Page Optimization
- Geo Tagging
- Multilingual SEO
- Website Audits
- SMO (Social Media Optimization)
- Knowledge of HTML
- META optimization

Professional Experience

SEO Executive, Nov 2019 to Present | OWEN MEDIA INDIA PVT LTD | Gurgaon

- Develop and testing the client website in such a way that they will receive huge customer traffic and engagement in International country like USA and Canada.
- UI/UX testing to improving the customer experience.
- Improving the website visual ability for increase traffic and engagement.
- Improve On-Page and perform Surfer SEO Optimization tasks.
- Conduct keyword research, competitive analysis, content optimization, meta-tag creation, link building and other SEO related activities.
- Prepare reports and updates for internal as well as client reporting.
- Assisting the content team in the creation of high-quality, informative SEO content.
- Create and execute strategies to benchmark and improve website's traffic.

SEO Executive, June 2019 to Nov 2019 | MYNAA TECH SERVICES PVT LTD (**START-UP**) | Gurgaon

- Identifying powerful keywords to drive the most valuable traffic.
- Perform SEO Audits, UI/UX planning, backlink analysis and technical SEO.
- Implement and manage Search Engine Optimization (SEO) on page & off page activities.
- Generating content ideas and delegating these to the team.

- Understanding of ranking factors and SEO practices.

SEO Executive, Sep 2017 to May 2019 | REVOLUTION INFORMATION MANAGEMENT SERVICES

- Managing websites traffic growth and Monitor and improve search results across the major search channels.
- Monitoring website traffic, search results, and developing strategies.
- Updating outdated content.
- Research and implement search engine optimization recommendations.
- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages.

SEO Executive, Feb 2017 to Sep 2017 | ACTION INDIA HOME PRODUCTS **(START-UP)** | Delhi

- Promoting our website using Digital Marketing as well as through Social media to increase the customer traffic.
- Conducting On-Page and Off-Page Optimization.
- Providing regular reporting and providing web traffic analysis using tools like Google Analytics, Webmaster etc.
- Content Strategy for Blog, Web Pages and micro sites.

SEO Executive, Sep 2015 to Jan 2017 | HERO BPO | Gurgaon

- Optimize websites for speed and SEO friendliness
- Plan/Edit/Publish content as needed for the projects
- Prepare reports and updates for internal as well as client reporting
- Analyzing keywords and SEO techniques used by competitors

Education

B.Tech	RIMT-IET College	2014
+2	PSEB	2010
10 th	PSEB	2008

Personal Details

Fathers Name	: Bhagwan Dass
Birthday	: December 30, 1992
Nationality	: Indian
Language Proficiency	: English, Hindi, Punjabi
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