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| Kiranjeet Kaur |

**Contact Number:** 9814387988

**Email:** kirronseo@gmail.com

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| **Objective** |

To thrive on professional credentials and seek a challenging job in a reputed organization and to integrate my SEO and internet skills and experience in the IT industry especially to excel in the field of SEO.

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| **Professional Experience** |

Have **5.5** years of experience In Internet Marketing and Search Engine Optimization field. My specialities are:

**Keyword Analysis:** Researching the best keyword using tools like Google Keyword Planner, Google Search Console, Ahrefs Keywords Explorer etc. on 3 major factors Relevancy, Popularity and Compositeness.

**On-Page Optimization:** Meta Tags Optimization, Heading Tags, Content Optimization, Image Optimization, Hyperlink Optimization, New Service Page Creation, XML Sitemap Creation and Robots File Creation and Optimization.

**Off Page Optimization:** Blog Creation and Posting, Business Profile Listing, Video Submission, Press Release Promotion, Article Promotion, Classified Ads Submission, Image Sharing, Document Sharing, Infographics Submission.

**Social Media Marketing:** Create/update and design Facebook page and twitter profile for creating awareness and generate leads.

**Web Analytics:** Generation and Analysis of traffic reports using Google Analytics Tool to understand the effectiveness of the keyword being used and to measure the usefulness of the Off-Page Optimization strategies. Goal setting and measuring conversions.

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| **Qualification** |

 **M.A (Master of Arts)** from Punjabi University, Patiala

**B.A (Bachelor of Arts)** from Punjabi University, Patiala

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| **Professional Experience Details** |

 **[SEO Project Manager] [RichestSoft Solutions] [Nov 2019- May 2021]

Job Responsibilities:**

* **Working On Proposals For SEO Services**
* **Managing Team Of SEO Experts**
* **Work with Website Development team to Drive SEO Activities**
* **Detailed Evaluation of Client’s/company’s websites**
* **Work checking of Team Members**
* **Developing and Implementing SEO/Marketing strategies for company and Client’s websites**
* **Making Strategies for off Page and On Page Optimization**
* **Monthly Reporting**
* **Website Analysis**

 **[SEO Project Manager] [One Stop Blockchain & Cloud Solutions Pvt. Ltd. Mohali] [June 2019- SEP- 2019]

Job Responsibilities:**

* **Working On Proposals For SEO Services**
* **Managing Team Of SEO Experts**
* **Work with Website Development team to Drive SEO Activities**
* **Detailed Evaluation of Client’s/company’s websites**
* **Work checking of Team Members**
* **Developing and Implementing SEO/Marketing strategies for company and Client’s websites**
* **Making Strategies for off Page and On Page Optimization**
* **Monthly Reporting**

**[SEO Project Manager] [SEO Discovery, Mohali] [Aug 2018- Jun 2019]**

**Job Responsibilities:**

* **Client Handling**
* **Work On Proposals For Digital Marketing Services**
* **Managing Team Of SEO Experts**
* **Work with Website Development team to Drive SEO Activities**
* **Detailed Evaluation of Client’s/company’s websites**
* **SEO Websites**
* **Keyword Analysis**
* **Developing and Implementing SEO/Marketing strategies for company and Client’s websites**
* **Making Strategies for off Page Optimization**

**[Team Leader] [SEO Discovery, Mohali] [1-Aug 2017- 1-Aug-2018]**

**Job Responsibilities:**

* **Handling Team of 10 SEO Experts**
* **Team Building and Training**
* **Quality Assurance of Deliverable by team**
* **Work with Website Development team to Drive SEO Activities**
* **Detailed Evaluation of Client’s/company’s websites**
* **Keyword Analysis**
* **Website Optimization**
* **Backlink Audit**
* **Making Strategies for off Page Optimization**
* **Work checking of SEO Team Leaders and SEO Experts**
* **Client Handling**

**[SEO Specialist] [SEO Discovery, Mohali] [Oct 2016- Aug 2017]**

**Job Responsibilities:**

* **Off Page SEO**
* **ON Page SEO**
* **Keyword Research**
* **Backlink Auditing**
* **Creation of Website Suggestion Report**

**[SEO Executive] [SEO Discovery, Mohali] [1-Feb-2016- Oct-2016]**

* **Off Page SEO**
* **ON Page SEO**
* **Keyword Research**
* **Description writing**

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| **Achievements** |

* **Employee Of the Month**
* **Certification of Appreciation ( Monthly)**
* **Promotional Awards (Sr. SEO Specialist, Team Leader, SEO Project Manager)**
* **Miss SEO Discovery 2019**

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| **Personal Details:** |

**Date of Birth: 25-Dec-1993**

**Language: Punjabi, Hindi, English**

**Gender: Female**

**Marital Status: Married**

**Interest and Activities: Listening Music, Dancing, Singing**

**Address: Kendriya Vihar, Sunny Enclave**

 **Kiranjeet Kaur**