

# Ushayana Choudhary

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A self-motivated professional with more than 2 years of successful experience in Digital Marketing as SEO Executive and consistently trying to discover a challenging position in Digital Marketing (SEO), utilization of my skills and knowledge for the enhancement of organizational growth, creative talent.

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## Skills

- Handling On-Page, Off-Page of the client's website.
- Dedicated, innovative and self-motivated team player/builder.
- Leadership, interpersonal, analytical, and problem resolution skills.
- Thrive in both independent and collaborative work environments.
- Proficient in the use of various computer programs and applications.

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## Experience

FEB 2019 – TILL DATE

### SEO Executive/ Live Deftsoft Informatics, Mohali

- Audit and Recommendation Report for the Website.
- Keyword Research using Keyword Planner and free tools also.
- Creating Meta Tags for the Website.
- Doing Research Work to post the content to third party websites.
- By making Quality Backlinks to promote our websites.
- Monitor effectiveness of SEO and Marketing programs in terms of traffic.
- Track the progress of the website from Search Console, Google Analytics.
- Generate Reports from various tools like SEMrush, Google Analytics.
- Worked on multiple SEO projects.

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## Education

JUNE 2018

### Bachelor of Technology / RAYAT & BAHRA University, Mohali

- Major - Computer Science
- Secured 7.83 on a scale of 10.

MAY 2014

## **Senior Secondary / DAV Public School, Ambota**

- Non-Medical
- Secured 78.2% out of 100.

MAY 2012

## **Secondary / DAV Public School, Ambota**

- Secured 88% out of 100.

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## **Activities**

I love to do different things but for most of my leisure time I love doing the following:

- Reading Books
- Travelling and exploring new places
- Cooking