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# Professional Objective:

To utilize my technical and domain skills by seeking a challenging position in a stimulating and growth oriented environment and contribute towards the overall growth of the organization the best of my abilities.

**Work Experience**

* Worked with **Competent Pvt Ltd** in BPO in 2018. ( 6 Months)
* Worked with **Ekarigar Tech** as a Wordpress Developer in 2019. ( 6 Months)
* Currently Working with **Intellistall Pvt Ltd** as a SEO and SMO Executive. (1 Year)

**Key Result Areas**

Performance Marketing

Keyword Analysis:

Researching the best keywords using tools like **Google Keyword Planner, Semrush**, etc. on the basis of completion and searches.

On-Site Optimization:

|  |  |
| --- | --- |
| * Meta Tags Optimization
 | * Google Analytics
 |
| * Content Optimization
 | * SEO Plug-in for Wordpress site
 |
| * Integration with Search Console
 | * HTTPS
 |
|  | * Google Business Page
 |
| * Wordpress SEO
 | * Blog Creation & Updation
 |
| * Temporary and Permanent Redirections
 | * 404 Page Optimization
 |
| * Mobile Friendly Optimization
 |  |
| * Speed Optimization
 | * Keyword based Headings
 |
| * Robots File Creation/Optimization
 | * Hyperlink optimization
 |
| * Image Optimization
 | * New Service Page Creation
 |
| * XML Sitemap Creation & Submission
 |  |
|  |  |
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Off-Site Optimization:

|  |  |
| --- | --- |
| * Guest Post
 | * Article Submission
 |
| * Social Bookmarking
 | * Business Profile Listing
 |
| * Web2.0
 | * PDF Submission
 |
| * Blog Posting
 | * Image Sharing
 |
| * Questioning/Answering
 | * Blog Commenting
 |
| * Local Marketing
 | * Classified Submissions
 |
| * Infographics
 |  |
| * Video Submission
 |  |

Web Analytics

Generation & Analysis of traffic report using Google Analytics Tool to understand the effectiveness of the keywords being used and to measure the usefulness of the off-page optimization strategies. Goal setting & measuring conversions.

SEO Tools Knowledge

* Google Analytics
* Google Search Console
* Rich Snippets Test
* Google keyword planner
* Google Tag Manager
* Ahref
* Similar Web
* Schema.org
* Small SEO Tool
* Seositecheckup

# Educational Qualification

|  |  |
| --- | --- |
| **Degree** | **Institute/ University** |
| * MCA
 | Kurukshetra University (Pursuing) |
| * BCA
 | Punjabi University (75%) |
| * 12th
 | Army Public School, Ambala Cantt (90%) |
| * 10th
 | DCM, Ambala Cantt (7.6 CGPA) |

# Technical Skills

* Wordpress
* HTML,CSS,
* Good typing speed
* Basic computer knowledge.
* SEO
* Social Media Handling – Hootsuite, Buffer

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| **Declaration** |

I hereby declare that the above information is true full of my knowledge. I will be facing outcomes for any faultiness.

Date: Vandana Atri