**Deepika**

**#HM 532 Near flower market, phase 7, Mohali 160061**

Mob. No. **7307373763**

Email-**rajputdeepika90@gmail.com**

**Objective:**

To work in learning and challenging environment, utilizing my skill and knowledge to be the best of my abilities and contribute positively to my personal growth as well as growth of the organization.

**AREAS OF EXPERTISE**

* **Website SEO Analysis**
* **Keyword Research & Analysis**
* **On Page and Off Page Optimization**
* **Website optimization**
* **Google Analytics Analysis**
* **Google Webmaster Analysis**
* **Basic Social Media Marketing**
* **Link Building**
* **Outreach**
* **Guest post**
* **Weekly and Monthly SEO reports**

**PROFESSIONAL EXPERIENCE**

**Submit Core**

**Duration 12th December 2019 to 31st March 2020**

**Designation** – Sr. SEO Executive

**Department** - SEO, Outreach

**Stellen Infotech**

**Duration 19th August 2019 to 1st December 2019**

**Designation** – Sr. SEO Executive

**Department** - SEO (Inhouse)

**RV Technologies**

**Duration 24th Sep 2018** to **30th June 2019**

**Designation** – SEO Executive

**Department** - SEO (Digital Marketing)

**Synoweb Technologies**

**Duration 03 July 2017 to 10th Sep 2018**

**Designation** – SEO Executive

**Department** - SEO (Search Engine Optimization)

**CURRENT JOB RESPONSIBILITIES:**

**SEO RESPONSIBILITIES**

* **SEO Audit**
* **ON-PAGE OPTIMIZATION**
* Devising and implementing SEO strategies for websites/ecommerce websites.
* Analysis of on-page content for various product pages.
* Auditing title tags and meta data for search engine optimization compliance.
* Working with the development team to analyze site code and provide [recommendations](javascript:void(0)) based on SEO best practices.
* Website layout optimization
* Conducting on-page marketing activities(Website Analysis, Keyword Research, Competitor Analysis, Problem Solving Strategies)
* Conducting on-going competitive market analysis
* **OFF-PAGE OPTIMIZATION**
* Procuring quality [links](javascript:void(0)) from blogs, articles and other relevant content-specific sites.
* Making blog commenting, Business Listing, Classified Ads, Forum Posting etc. on do-follow to procure [back links](javascript:void(0)).
* Product Submissions on various shopping / E-Commerce sites for increasing sales.
* Exploring new online resources for generating back links.
* Leveraging Web 2.0 sites/platforms to publish content with [links](javascript:void(0)) back to our sites.
* Incorporating social media optimization to augment the traditional SEO activities
* **SOCIAL MEDIA MARKETING**
* Work on various social networks like Facebook, Instagram, twitter etc.
* For creating awareness and generate sale perform viral organic marketing on Facebook, Twitter, Pinterest and other social networks.

**Projects Handles:**

* **Amazer.me**
* **Mogs.com**
* **expresserrandsofjax.com**
* **autoguru.ie**
* **partfect.co.uk**
* **pacificbags.com.au**
* **falconfurniture.net**
* **Qwaiting.com**

**Tools:**

* Google Webmaster Tools
* Google Analytics Tool
* Ahref
* MOZ
* Semrush
* Ninja Outreach

**Awards & Achievements:**

Awarded with the Best Performer of the year in March 2018

**Educational Qualification:**

M.C.A from Geeta Institution of Management and Technology Kurukshetra

B.C.A from ASRA Group of Institute Channo.

12th from Punjab School Education Board.

10th from Punjab School Education Board.

**PERSONAL ATTRIBUTES**

* Disciplined, Energetic and Results Orientated.
* Positive Attitude, Determined, High Energies & Sincere.
* Hard & Smart Working.
* Analytical skills & ability to quickly understand / anticipate the business requirement and outline the business benefit.
* Self driven and highly motivated.

**PERSONAL PROFILE**

* **Name: Deepika**
* **Date of Birth**: 03-Oct-1990
* **Marital Status**: Married
* **Hobbies:** Watching Movies, Listening Songs, Travelling
* **Languages Known**: English, Hindi and Punjabi

**DECLARATIONS**

I hereby declare that the above information furnished is true to the best of my knowledge and belief.

Place: Mohali Deepika

Date ---------------- Sign ---------