**Monika Rawat**

SEO Professional

**Haryana-121004 | 8585945142| E-mail: monirawat95@gmail.com**

**CAREER OBJECTIVES:-**

To work in a growth oriented organization and get a proper exposure in the Field of SEO, SMO, and Digital marketing to increase web traffic and keyword ranking by utilizing hands on skills in SEO.

**SKILLS**

* Business Analysis
* Planning and execution of project step by step
* Competitor analysis
* On-page optimization
* Audit, keyword research
* Content marketing
* Content optimization
* Meta tag optimization
* Image optimization
* Media buying
* Web marketing
* Link building
* Site analysis
* Guest blogging
* Search engine optimization
* Google Search Console, Google Analytics
* Strong communication, collaboration, and leadership skills
* New scope for category

Bio Summary

**Bio Summary**

Deep understanding of how search engines function with proven ability to achieve #1 rankings for the most competitive keywords; current knowledge and strict adherence of SEO best practices. Accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements and maximizing ROI.

**WORK HISTORY**

**Organization - My Finance Care Ventures Limited**

**SEO Executive**

**Jan 2019 to Present**

* Responsible for on page – off page SEO
* Google Analytics Reporting & Recommendations.
* Responsible for organic traffic and lead generation.
* Responsible for landing page optimization for lead generation
* Creating Strategic SEO Plans & Business Review Decks.
* Creation and execution of On-page / Off-page strategies
* Trend Analysis & Content Marketing Strategy
* Responsible for presence of brand on the SERPs.
* Periodically tracking and monitoring Keyword performance.
* On hands with all SEO Tools like Semrush, ahref , Moz etc.
* Responsible for reporting for campaign Data and other internal.
* Responsible for Coverage errors detection
* Responsible for toxic backlink detection and remove.
* Responsible to handle local SEO

**Organization - I Web Technology**

**Digital Marketing Executive**

**Feb 2018 to December 2018**

* Responsible for Project Management.
* Day by Day Tracking and Monitoring Keyword Performance.
* Responsible for Team Management.
* Responsible for Organic Traffic and SERP Rankings Organization - I

Web Technology

* On page & Off page Optimization
* Dealing with Content Department for Team Requirements.
* Totally Responsible For Strategy Planning & Execution
* Research and analysis of the latest trend , competitor Analysis,

Market Research.

* Responsible for Organizing Tasks.
* Responsible to Trained fresher

**Organization – AKS websoft**

**Paid internship**

**Digital marketing**

**Feb 2018 to Dec 2018**

* Responsible for off page SEO and Keyword Researching
* Graphic Designing
* Day by Day Tracking and Monitoring Keyword Performance.
* Responsible for Local SEO
* HTML template

**EDUCATION DETAILS**

* Pursuing Btech (CSE) form MDU Board
* Diploma (Computer Engineering) passed from HSBTE Govt. Polytechnic (59.26%)
* 10th passed from CBSE Board (5.8 CGPA)

**STRENGTHS**

* Self-motivator
* Positive Attitude and Thinking
* Punctuality
* Smart & Hard Work

**PERSONAL INFORMATION**

Name : Monika Rawat

Father’s Name : Sonpal Singh Rawat

Date of Birth : 27 Feb 1997

Nationality : Indian

Language Know : Hindi &English

Marital Status : Unmarried

**DECLARATION**

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

Thanks & Regards

(Monika Rawat)