

SHANU SINGH

SEO Expert

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Summary

Looking for challenging career so that I can use my capabilities through sincere dedication and hard work which will lead to success of organization.

- 5+ years' experience in diverse areas of Online Marketing.
- In-depth understanding of Digital Marketing (market research, segmentation, strategy, campaigns), Search engine optimization (Google, Bing, yahoo), Email marketing (Sendinblue, Omnisend, Juvlon, Mail chimp, Zoho).
- Online Lead Generation and Intermediate & Advanced SEO using tools like Ahrefs, SEMrush, Screaming frog, Moz, Ubersuggest and more.
- Skilled in using HTML, Word Press & Shopify
- Work with Google analytics, Google search console, keywords planner tools, Google trend, SEO tools.

SKILLS

- On-page / Off-page SEO;
- Keyword research;
- Competitor's research;
- Link building;
- PPC (Google Ad words);
- Google Analytics;
- Google Search Console;
- Google Tag Manager;
- Google My Business;
- Google Drive;
- SEO Tools (e.g. Ahrefs, SEMrush, Screaming frog, Moz, Ubersuggest, Keyword planner);
- CMS Content Management Systems (e.g. Wordpress, Magento, Shopify, Joomla);
- SMM Social media marketing (e.g. Facebook, Instagram, Twitter, LinkedIn, Pinterest, Youtube);
- CRO Conversion Rate Optimization;
- HTML;
- CSS;

- Javascript;
- Microsoft Office.

PROFESSIONAL EXPERIENCE

SEO Expert – Digital Marketing

M A Trading Inc.

Mar-2020– Present

- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Collaborated with team to investigate critical SEO-related issues and provided impactful solutions.
- Analyzed SEO outreach goals and presented findings to marketing director.
- Incorporated XML sitemaps, robots.txt files and 301 redirects to facilitate search engine spidering, crawling and indexing.
- Tracked, reported and analyzed website analytics to drive strategy and improve user experience.
- Maintained Google and Bing Webmaster Tools accounts and monitored for crawling and indexing issues.

Projects

- MAT Living USA (<https://matliving.com/>) For B2C (For Home Furnishing Product)
- Mat The Basics USA (<https://matthebasics.com/>) for B2B (For Home Furnishing Product)

Digital Marketing Executive

Webfries IT Solution Pvt. Ltd. Gurgaon

Apr-2018 To Mar-2020

- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Tracked, reported and analyzed website analytics to drive strategy and improve user experience.
- Maintained Google and Bing Webmaster Tools accounts and monitored for crawling and indexing issues.
- Incorporated XML sitemaps, robots.txt files and 301 redirects to facilitate search engine spidering, crawling and indexing.
- Researched and analyzed competitor website and advertising links to gain insight into new strategies.
- Created content strategies for digital media.

Projects

- Webfries (<https://www.webfries.com/>) IT Agency
- Gurgaon Bakers (<https://gurgaonbakers.com>) For B2C (Cake bakery & Café)
- Sintech Pumps (<https://www.sintechpumps.com/>) Business website
- Alok Tools (<https://www.aloktools.com/>) For B2C (Hand Tools, Cutting Tools, Industrial Tools, Precision Tools, Lubrication Tools, and OZAR TOKU Tools)
- Microbrewery India (<https://www.microbreweryindia.com/>) Business website
- Decorluxury Stones (<https://decorluxurystones.com/>) Natural stones & Tiles website
- Slateskin (<https://slateskin.com/>) Natural stones & Tiles website
- Safix (<https://safix.org/>) Safety Audit & Security
- Totalika (<https://www.totalika.org/>) Safety Audit & Security
- Captain Joe (<https://www.captainjoe.in/>) For catering services
- Decorcera (<https://decorcera.com/>) Porcelain & Ceramic tiles

EDUCATIONAL QUALIFICATION

- 10th Passed from U.P. Board in 2011.
- 12th Passed from U.P. Board in 2013.
- B.C.A (Hons) from M.G.K.V.P in 2016.
- M.C.A (Hons) from A.K.T.U in 2018.

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

DATE

SHANU SINGH