



# Wasim Siddique

SEO EXECUTIVE

## Contact

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## About Me

Results-driven SEO Executive with over 1.5+ years of experience, specializing in digital strategies, content optimization, and cross-functional collaboration to enhance online visibility and drive organic growth. Proven track record of increasing website traffic and improving search engine rankings. Seeking to leverage expertise in SEO and digital marketing to contribute to a dynamic team.

## Skills

- Management Skills
- Creativity
- Digital Marketing
- Keyword Research & Analysis
- Link Building
- On Page SEO
- Off Page SEO
- Technical SEO
- Advertising
- Social Media Marketing
- HTML, CSS
- Javascript
- SEO Audit And Reporting

## Education

**B.Tech (CSE) with 80%, 2023**

AKTU, Lucknow

2019– 2023

**XII with 65%, 2019**

MPIC, Deoria

2017–2019

**X with 79%, 2016**

St. Joseph's School, Fazilnagar

2016–2017

### SEO EXECUTIVE

*RedoQ Ltd, Kolkata,*

Oct 2023– Present

- Spearheaded digital strategies, optimized content, and collaborated cross-functionally to drive online visibility.
- Achieved a substantial boost in organic visits with strategic SEO implementations.
- Conducted comprehensive SEO audits and provided actionable recommendations.

### SEO ASSOCIATE

*Mascot System Private Limited, Navi Mumbai*

Jan 2023– Oct 2023

- Optimized content and strategies to boost online visibility, driving a significant increase in organic traffic.
- Monitored and analyzed campaign performance, contributing to company growth objectives.

## Certifications

- Digital Marketing MasterClass
- WordPress and SEO MasterClass
- Advanced SEO: Tactics and Strategy
- SEO Training MAsterClass

## Marketing Tools

- GSC
- SemRush
- GTM
- GA4
- Ubersuggest
- Ahrefs
- Screaming Frog
- Moz Pro

## Language

- English
- Hindi