

# ANJALI TIWARI

SEO Executive

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Sector 66, Noida



## EXPERIENCED SEO PROFESSIONAL | 2+ YEARS OF SUCCESS

Experienced SEO professional with a strong track record of driving website traffic, increasing online visibility, and improving search engine rankings. Skilled in developing effective strategies, adapting to new concepts, and collaborating with teams. Extensive expertise in keyword research, on-page and off-page optimization, and content marketing. Dedicated to staying updated with the latest SEO trends and techniques to deliver cutting-edge solutions for businesses.

### SKILLS

- On Page SEO
- Off Page SEO
- Local SEO
- Content Marketing
- Keyword Research
- Google Analytics / Console
- HTML / CSS / WordPress
- Website Audit
- Graphics
  - Canva

### EDUCATION

- BBA from St. Xavier's College of Management and Technology, Patna (2019-2022).
- Higher Secondary Schooling from Kendriya Vidyalaya, Danapur Cantt, Patna (2017-2019).

### LANGUAGE

- Hindi
- English

### PROFESSIONAL EXPERIENCE

#### GINIREX Pvt.Ltd. – SEO Executive

NOVEMBER 2023 – Present

SEO Executive at GINIREX Pvt. Ltd, proficient in on-page and off-page strategies, keyword research, and technical SEO audits. Skilled in leveraging Google Analytics, social media, and schema markup for enhanced website visibility and user engagement.

- Executed on-page SEO strategies for enhanced visibility and rankings.
- Conducted keyword research to drive targeted traffic and conversions.
- Implemented off-page techniques for robust backlink profiles.
- Analyzed website performance with Google Analytics for insights.
- Collaborated with content creators for optimized user experience.
- Conducted technical SEO audits to rectify website issues.
- Stayed updated with industry trends and algorithm changes.
- Leveraged social media for content amplification and engagement.
- Utilized schema markup for improved search engine understanding.

#### NILANK TECHNOLOGIES Pvt. Ltd. - SEO Executive

APRIL 2022 – OCTOBER 2023

SEO Executive at NILANK TECHNOLOGIES Pvt. Ltd. (September 2022 – October 2023) with expertise in managing multiple projects, conducting keyword research, optimizing website content, building backlinks, and analyzing SEO campaign performance. Proficient in content creation, social media promotion, email marketing, and collaboration on digital strategies.

- Manage 9-10 projects concurrently, overseeing keyword rankings and content creation.
- Research and analyze website traffic and search engine standings.
- Conduct comprehensive keyword research, discovering new opportunities.
- Optimize website content for improved search engine visibility.
- Establish backlinks from reputable websites to enhance domain authority.
- Monitor and analyze SEO campaign performance for optimization.
- Create and publish engaging blog posts and diverse content types.
- Promote content across social media and online platforms.
- Coordinate email marketing initiatives efficiently.
- Collaborate with marketing team members on digital strategies.

All the above information is true to the best of my knowledge and in case of any discrepancy, I shall be solely responsible.