

KAMNA SINGH

SEO PROFESSIONAL



+91- 8871613307



Pune



singhkamna079@gmail.com



linkedin.com/in/kamna-singh-7919ab6b

OBJECTIVE STATEMENT



Strategically focused **SEO Expert** with a proven track record in driving impactful digital transformations for organizations. Committed to implementing innovative SEO strategies to enhance online visibility, boost organic traffic, and contribute to overall business success in the digital marketing industry.

CORE COMPETENCIES



Search Engine Algorithms

User Experience Optimization

Conversion Rate Optimization

SEO Performance Metrics

Digital Marketing Trends

SEO Campaign Planning

Content Strategy Development

Link Building Strategies

SEO Performance Tracking

OTHER SKILLS



- SEO Strategy Development
- Google Analytics Implementation
- On-Page
- Off-Page SEO Techniques
- Keyword Optimization
- Competitive Analysis and Research
- Content Marketing and Writing
- Website Design Principles
- Project Management in SEO
- Leadership and Team Management
- Strategic Communication Planning



PROFILE SUMMARY

- Seasoned SEO professional with a solid track record of driving **organic traffic** and improving **search engine rankings** across various industries and platforms.
- Deep understanding of search engine algorithms and proficiency in **technical SEO**, including website optimization, site structure, **schema markup**, and performance optimization.
- Expertise in **keyword research** and analysis to identify high-value target keywords and phrases, resulting in increased visibility and relevance in search results.
- Skilled in optimizing **on-page content** for search engines while maintaining readability and user engagement, leveraging best practices for **meta tags**, headings, and content structure.
- Proficient in developing effective **link building strategies** to enhance domain authority and establish quality backlinks from authoritative websites, driving **organic traffic** and improving search rankings.
- Experienced in utilizing SEO tools such as **Google Analytics**, **Search Console**, and third-party platforms to track performance metrics, analyze data trends, and provide actionable insights for continuous improvement.
- Specialized in **local SEO** tactics, including **Google My Business optimization**, **local citations** management, and geo-targeted keyword optimization to improve visibility for businesses targeting specific geographic areas.
- Skilled in optimizing e-commerce websites for search engines, including **Category optimization**, category structure, and **schema markup** implementation to drive traffic and increase conversions.
- Orchestrated a **successful SEO campaign** resulting in a significant increase in organic traffic for client pages, showcasing a strong ability to deliver tangible results through strategic SEO initiatives.



WORK EXPERIENCE

SEO Expert | The Conversverions

Feb'2023 – Sept'2023

Key Impact Areas:

- Conducted comprehensive site audits and analysis to identify areas for improvement and optimization, ensuring alignment with **SEO** best practices and client objectives.
- Executed content optimization strategies to enhance visibility and relevance, leveraging insights from **Google Analytics** and **Google Search Console** data to drive organic traffic and improve search engine rankings.
- Carried out thorough competitive analysis to identify optimal keywords for client pages, utilizing tools such as **Ahrefs** and **UberSuggest** to stay ahead of industry trends and competitor strategies.
- Implemented on-page optimization strategies to improve client performance, including **keyword integration**, **meta tag optimization**, and content enhancements, aimed at maximizing search visibility and user engagement.
- Provided leadership and guidance to a team of **SEO** professionals, fostering collaboration and driving collective success in achieving project goals and client objectives.
- Demonstrated proficiency with **SEO** tools such as **Screaming Frog**, **UberSuggest**, and **Ahrefs**, leveraging their functionalities to conduct in-depth analysis, monitor performance, and refine strategies for continuous improvement.

Digital Marketing Executive | Sysmic

Dec 2021 - Nov 2022

Key Impact Areas:

- Produced high-quality content tailored to different niche industries including **Logistics**, **IT & Consulting**, **Import/Export**, **Real Estate**, etc., ensuring relevance and engagement for target audiences

- Enhanced on-page optimization by optimizing page **titles**, **meta descriptions**, and **H1 tags** to improve search engine visibility and user click-through rates, aligning with **SEO** best practices.
- Successfully increased organic traffic for client pages by 25%, employing effective **SEO** strategies and continuous monitoring of performance metrics.
- Utilized data from **Google Analytics** and **Google Search Console** to develop and refine **SEO** strategies, analyzing user behavior and search trends to drive targeted traffic and improve website rankings.
- Conducted thorough competitive analysis to identify potential keywords for client pages, ensuring strategic targeting and competitive positioning in search engine results.
- Executed comprehensive on-page and off-page optimization strategies for clients, including **keyword integration**, **link building**, and content distribution, to enhance search engine visibility and drive organic traffic.
- Conducted outreach activities to secure guest posting opportunities on relevant websites, leveraging strategic partnerships to increase **backlinks** and improve **domain authority** for client websites.
- Developed and implemented a structured **SEO** strategy calendar, outlining monthly and weekly tasks to ensure timely execution of **SEO** initiatives and alignment with client objectives.
- Prepared detailed monthly and weekly reports on **SEO** performance metrics, including traffic, rankings, and conversions, providing actionable insights and recommendations for ongoing optimization efforts.

Digital Marketing Executive | Global Online Magazine Womenlines.Com(Singapore)

DEC 2020-NOV 2021

Key Impact Areas:

- Produced engaging and informative content for **websites**, **blogs**, and **articles** across various topics, ensuring alignment with client objectives and target audience preferences.
- Enhanced on-page optimization by optimizing page **titles**, **meta descriptions**, and **H1 tags** to improve search engine visibility and user engagement, adhering to **SEO** best practices.
- Successfully increased organic traffic for different **articles** and **pages** through effective **SEO** strategies, resulting in improved visibility and higher rankings on search engine results pages (SERPs).
- Utilized data from **Google Analytics** and **Google Search Console** to analyze website performance, user behavior, and search trends, informing the development of data-driven **SEO** strategies.
- Conducted comprehensive competitive analysis to identify potential **keywords** for **website pages** and **articles**, optimizing content for strategic targeting and competitive positioning.
- Authored compelling and relevant articles on various topics, ensuring high-quality content that resonates with target audiences and drives engagement.
- Conducted outreach efforts to secure guest posting opportunities on relevant and authoritative websites, leveraging strategic partnerships to enhance **backlink** profile and **domain authority**.
- Developed and implemented a structured **SEO** strategy calendar, outlining monthly and weekly tasks to ensure timely execution of **SEO** initiatives and alignment with Organization's Goals.
- Prepared comprehensive monthly and weekly reports on **SEO** performance metrics, including **traffic**, **rankings**, and **conversions**, providing valuable insights and recommendations for continuous optimization and improvement.

EDUCATION

B.E. in Electronics & communication from LNCT (2018)

CGPA: 6.49 (64.9%)

12th from Carmel Convent Girls Sr. Sec. School (2014)

Percentage: **70.2%**

Previous Experience

Internship

Digital Marketing Intern | Fulcrum Resources Infinity Pvt. Ltd

Aug'2020 – Nov'2020

Digital Marketing Intern | Aim2excel

May'2020 – July'2020

Digital Marketing Intern | Glimmergloss

Feb'2020- April'2020