



SHRUTI PAL

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PERSONAL STATEMENT

To pursue a challenging career in the field of **SEO/SEM Specialist** in a progressive organization with efficient and proficient management which can give me an interesting, innovative, and challenging working environment with targets and responsibilities that will utilize my education, professional skills, and experience.

CAREER SKILLS

- Optimize content for the website and social networking channels such as Facebook, Twitter, Instagram, LinkedIn etc.
 - Email Marketing: Plan and execute email marketing campaigns, including creating newsletters, promotional emails.
 - Develop and implement an effective digital marketing strategy aligned with business goals.
 - Social media marketing (LinkedIn, Facebook, Instagram), Ad campaigns
 - Skilled in PPC, Google ADWORDS, DV360, SA 360, Email Marketing
 - Drive and manage traffic to website.
 - Generic Keywords - Ranking
 - Basic knowledge of on-page and Off-page SEO
 - Knowledge of keyword research by various tools.
 - Understanding of SEO Schema Markups.
 - Responsible for creating high-quality link building
 - Understanding of search engine algorithms.
 - Analytics and Reporting: Utilize analytics tools and platforms to track, measure, and report on key performance indicators (KPIs). Generate regular performance reports and provide actionable insights to optimize website performance and inform strategic decision-making.
 - Programming Languages (HTML and CSS), SQL, Database.
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WORK EXPERIENCE

SEO/SEM Specialist

Qualibar Inc

May 2021-Present

PROJECTS UNDERTAKEN

Project 1

Client: Qualibar Inc, USA

Duration: 2021 August – Till Now

Role: SEO/SEM Specialist

Responsibilities:

- **Tools Used:** GOOGLE Search Console, GMB, GTM, GOOGLE Analytics, Canva, SEO Quake, Semrush.
- Worked on On-Page SEO.

- Plan and execute email marketing campaigns, including creating newsletters, promotional emails.
 - Develop and implement an effective digital marketing strategy aligned with business goals.
 - Social media marketing (LinkedIn, Facebook, Instagram)
 - Design different social media Post in Canva.
 - Worked On off-Page SEO.
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Project 2

Client: Concept Flooring Inc, USA

Duration: 2022 August – Till Now

Role: SEO/SEM Specialist

Responsibilities:

- **Tools Used:** Canva
 - Develop and implement an effective digital marketing strategy aligned with business goals, Google Ads, Meta Ads.
 - Social media marketing (LinkedIn, Facebook, Instagram)
 - Design different social media Post in Canva
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Project 3

Client: DF Academy, India

Duration: 2022 August – Till Now

Role: SEO/SEM Specialist

Responsibilities:

- **Tools Used:** Canva
 - Develop and implement an effective digital marketing strategy aligned with business goals Google Ads, DV360, SA 360, Meta Ads.
 - Social media marketing (LinkedIn, Facebook, Instagram)
 - Design different social media Post in Canva
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Project 4

Client: Elegant IT Services, India

Duration: 2023 Jan

Role: SEO/SEM Specialist

Responsibilities:

- **Tools Used:** Canva, GMB, Meta ads, google ads.
 - Develop and implement an effective digital marketing strategy aligned with business goals, Google Ads, DV360, SA 360, Meta Ads.
 - Social media marketing (LinkedIn, Facebook, Instagram)
 - ON-Page SEO
 - Google Analytics, GMB, Facebook ads, Instagram Ads, Google Ads
 - Design different social media Post in Canva
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EDUCATION

- MBA (Digital Marketing and System Management) -70.60% -September2023.
 - BA (English Honours) Rama Devi Women's University – 7.26% -July 2021.
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I here with declare that the above information's furnished by me are true, correct and complete to the best of my knowledge.

Shruti Pal