

# Anita Kumari

Senior SEO Analyst

H-07, Near old Temple Bhopura  
G.Z.B

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## EXPERIENCE

### RNF Technologies Private Limited— Senior SEO Analyst

16-August-2023- PRESENT

### KPL Tech Solution Pvt Ltd., Noida — Senior SEO Executive

15-June-2021- 11-August-2023

- Keyword Analysis- Researching the best keywords using tools like word tracker, Google keyword planner tools.
- On- Page Optimization- Meta Tags optimization, Page headline, Image optimization, Hyperlink optimization, XML sitemap creation, Custom codes like OG tags, Twitter Tags and Schema.
- Off- Page Optimization- Blog post, Article Post, Guest Post, Business Listing and Profile.
- Web Analytics- Generation & Analytics of traffic report using Google Analytics tool.
- Managing 10 to 15 projects

### Amyru Techno Trade Pvt Ltd, Noida —SEO Executive

21-Oct-2019- 31-May-2021

Here I am working as an SEO Executive. I am doing off page activities like image submission, profile creation, classified submission, Forum Submission, Guest Post, Bookmarking, PDF & PPT Submission, web 2.0, Article, Blog, Business Listing etc. On Page SEO activities like optimize your title tag and Meta description, Use internal links on your pages, Optimize your URLs, Optimize images.

## ACADEMIC EDUCATION

- Bachelor of Arts from Delhi University
- Passed Higher secondary from S.K.V school (2015) with 62%
- Passed Metric from S.K.V school (2013) with 72%.

## EXTRA QUALIFICATION

- Computer knowledge of Microsoft Word, Excel, Power point.
- Certificate in Digital Marketing, Course from Institute of Digital

## SKILLS

- Dynamic Website design understand
- Competitor analysis
- Google Analytics
- Google search console
- Content creation
- On Page and Off page
- Link Building
- Python Indexing
- Local SEO
- SEMrush

## CERTIFICATIONS

- Digital Marketer certified by DME (Digital Marketing Edge)
- Social Media Toolkit- SEMrush certification
- SEO Fundamentals- SEMrush certification
- Employee of the Month at KPL Tech Solution Pvt Ltd.

## LANGUAGES

Hindi, English

Marketing Edge in 2019.

## **Roles & Responsibilities**

- Researching and implement search engine optimization recommendations
- Creating and execute link building strategy
- Experience in building inbound organic search traffic and improving SERPs
- Experience with Google's Keyword Tool
- Experience with Google service, including Analytics and Webmaster Tools
- Proven success in link building and viral strategies
- The ability to deploy an effective local and long-tail search strategy
- Develop strategies to improve poor rankings
- Prepare comprehensive strategy updates, reports, and forecasts
- Create presentations to communicate strategy, results, and goals to both internal and external stakeholders
- Stay up-to-date on emerging SEO trends, practices, and guidelines.
- Complete weekly, and monthly tracking reports for traffic and keyword performance
- Develop on-site body content, meta descriptions, and page titles in support of SEO strategies

## **DECLARATION**

I hereby declare that the above written information is true and correct to the best of my knowledge and nothing has been cancelled there fore.

**Date....**

**Place...**

**ANITA KUMARI**