

Mohsin Tekrawala

Permanent Address

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SPECIALIZATION: Digital Marketing, SEO, SMO, Content Marketing, Technical SEO

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Objectives:

I would like to further develop my skills with a company that can offer opportunities for growth and career advancement. My professional experience in SEO includes site analysis, on-page optimization, paid advertisement, strategy development, and social media marketing for businesses and professionals. I have worked with clients from various parts of the world in many different niches.

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SEO QUALIFICATIONS:

- Optimized 10+ websites averaging about 50 pages each.
- Managed 20+ client sites at a time.
- Optimization included creating unique title tags, Meta tags, internal navigation, and optimization of content.
- Keyword analysis – I have used programs such as Google Keyword Planner for search.
- Backlink analysis of competitors. (Quality of backlinks, quality of pages the links are placed on, and anchor text of links.)
- Competitive analysis – Viewing top competitor sites for target keywords. Checking optimization techniques applied, analyzing backlinks and outbound links, and strategies used to gain traffic.
- Experience using Mac and Windows operating systems.
- Knowledge of HTML and CSS.
- Experience using website analytics software such as Google Analytics, Bing webmaster tools, Google Webmaster tools, Semrush, ahrefs, etc.
- Team management capabilities
- Critical thinking and problem-solving skills

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Work Experience:

EEG Technogeeks (Jan 2024 to Present)

Job Designation: **Sr. SEO Executive**

Job Responsibilities:

- Make the Websites to be visible in popular search engines with different methods of search engine optimizations.
- Handling on-page and off-page optimization for clients' projects.
- Handling the team, give them weekly task then taking follow-up of task on weekend.
- Optimized 20+ GMB Profile
- Optimize content for the website
- Track the website traffic flow and provide internal reports regularly
- Optimize The Different Websites of the Company's Clients by Different Techniques like Directory submissions, Article Submissions, Image Submission, Citations, etc.
- Making Weekly reports of my Work and sending them to higher authorities.

Dmatic Solutions (Oct 2021 to Dec 2023)

Job Designation: **SEO Executive**

Job Responsibilities:

- Make the Websites to be visible in popular search engines with different methods of search engine optimizations.
- Handling on-page and off-page optimization for clients' projects.
- Optimized 10+ GMB Profile
- Optimize content for the website
- Track the website traffic flow and provide internal reports regularly
- Optimize The Different Websites of the Company's Clients by Different Techniques like Directory submissions, Article Submissions, Blog Postings, Citations, etc.

- EDUCATION:

2006: B.Com from Gujarat University Ahmedabad

- Personal

Details:

Date of Birth: **June 09, 1985**

Marital Status: **Married**

Nationality: **Indian**

Languages: **English, Hindi, Gujarati (Speak, Read, Write)**

- Summary of Skills:

Time Management, Identification & Management of Priorities: Need of the hour, today is TIME, I have been an efficient timekeeper and similarly, day-to-day priorities are to be managed and given importance and given weightage as per their importance and nature of it. This directly or indirectly affects our journey toward the Goal.

Communication & Presentation Skills:

I am a firm believer in precise & timely communication. Explain the importance and practice it in day-to-day life, presentation plays a vital role along with communication. A mixed balanced communication with proper presentation has always brought success and lifted the image of the Organization and its representatives.

Interpersonal Skills:

Communicate and interact, respectfully and professionally with all the individuals throughout the organization, also ensure high satisfaction levels and maintain a healthy working relationship—good communication and convincing skills, Hardworking.

- I hereby declare that the particulars given herein are true to the best of my knowledge and Belief.

(Mohsin Tekrawala)