

Dharita Rathwa

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Professional Summary

SEO Executive with 5+ years of experience in delivering measurable growth through on-page, off-page, and technical SEO. Successfully improved organic rankings, traffic, and visibility for ecommerce and service-based websites. Skilled in SEMrush, GSC, GA4, and Screaming Frog. Actively seeking full-time or freelance opportunities to drive business growth through SEO.

EDUCATION

- **B.E. in Computer Engineering**
S.V.I.T. Vasad – GTU, 2014 | CGPA: 6.72 (62.2%)

EXPERIENCE

- **SEO Specialist – SEOWebPlanet Solutions**

📍 Ahmedabad | Mar 2019 – Aug 2021, Feb 2024 – Present

- Executed SEO strategies for 7+ client websites across education, retail, and local services
- Increased organic traffic by 50% for a local business in 6 months through on-page fixes & GMB optimization
- Used Google Search Console & SEMrush to identify and resolve crawl errors, boosting indexed pages by 40%
- Monitored keyword performance and delivered monthly reports

- **SEO Specialist – IceCube Digital**

📍 Ahmedabad | Nov 2021 – Mar 2023

- Optimized ecommerce product pages and blogs, ranking keywords on Page 1
- Collaborated with content writers to enhance readability and keyword alignment
- Performed backlink audits and disavowed toxic links, improving site authority score from 0 to 15.

SKILLS:

- Keyword Research (SEMrush, Ahrefs, Ubersuggest)
- Technical SEO (GSC, Screaming Frog, PageSpeed Insights)
- Analytics (GA4, Search Console)
- Content Strategy (Blog optimization, Interlinking)
- Local SEO (Google My Business)

Tools:

- SEMrush | Ahrefs | Google Analytics | Screaming Frog | WordPress

Platforms:

- Wix, Shopify, WordPress, Blogger

PERSONAL DETAILS

- **Name** :Rathwa Dharita Dharmik
- **Date Of Birth** :February 17th 1993
- **Gender** :Female
- **Nationality** :Indian
- **Marital Status** :Married
- **Known Languages** :English ,Hindi ,Gujarati

DECLARATION

I Hereby declare that the above-mentioned information is true to the best of my Knowledge.

Your Sincerely
DHARITA RATHWA
Place: Ahmedabad