

Sapna Varma

I'm passionate about digital marketing and eager to grow in a challenging career. I want to gain experience, exceed expectations, and be diligent and honest in my work

WORK EXPERIENCE

SEO Executive

At words Kshetra

Experience year - 1 year (from april-2024)

EDUCATIONAL BACKGROUND

Professional Courses of Digital Marketing

From Brandveda

05/2023-11/2023

Courses

- SEO & Social Media along with PPC

Bachelor of Commerce Accounting

Gujarat University

Year :- 08/2021

Advance Accounting & statics

Master of Commerce Accounting

Year :- 08/2023

Advance Accounting & statics

From Gujarat University

LANGUAGES

- English
- Hindi

PROFESSIONAL SUMMARY

- Learned How to Build Connections on Facebook
 - Understand How to Setup a Google Ads Account and Run a Campaign
 - Perform On Page and Off Page Optimization
 - Understand and Perform How to Do a Website SEO Audit
 - OFF PAGE ACTIVITY:
 - 1 . Article submissions
 2. Content sharing
 3. Directory submission
 4. Business listing.
 5. Basic knowledge about Infographic submission.
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SKILLS & PROFICIENCIES

- Organic SEO
 - SEO Audits
 - Keyword Research
 - Google Search Console
 - Competitor Analysis
 - Ahrefs
 - Link Building
 - Screaming Frog
 - Keyword Ranking
 - On page SEO
 - Off page SEO
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CERTIFICATES

- Search Engine Optimization