

WAKTIKA SINGH

Digital Marketer

A creative, fresh mind, enthusiastic learner in the field of marketing. I aim to be a skilled and professional Digital Marketer in future. My goal is to deliver results and pursue rapid career advancement.

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Ahmedabad, India

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WORK EXPERIENCE

SEO Executive

Ebizfiling India Private Limited

08/2024 - Present

Ahmedabad, On Site

Achievements/Tasks

- Improved website visibility and traffic through on-page/off-page SEO, built quality backlinks, and optimized WordPress blogs and service pages.
- Conducted keyword research, competitor analysis, site audits, and fixed meta tags, broken links, and 301/302 redirections.
- Resolved GSC errors, improved indexing, and implemented schema markup for better search visibility.
- Assisted in running Google Ads campaigns and prepared SEO performance reports.

Digital Marketing intern

SAR Custom Solutions

04/2024 - 07/2024

Pune, Remote

Achievements/Tasks

- Created Canva designs, learned email marketing, managed website enhancement, and handled off-page SEO including social bookmarking, classified ads, blogs, PPTs, guest posting, and content writing.

Off page SEO intern

Traffic HQ

02/2024 - 03/2024

Achievements/Tasks

- Worked on PDF, blog/article, and business directory submissions, guest postings, and created social bookmarking and classified ads backlinks.

SEO and Marketing

MLS Classes

08/2023 - 12/2023

Jaipur, Remote

Achievements/Tasks

- Created powerful, results-driven backlinks, including 200+ social bookmarking and classified ads backlinks, and worked on 80+ websites to generate over 100 backlinks.

Content Writer

Eniacworld Pvt. Lmt.

06/2022 - 08/2022

Achievements/Tasks

- Wrote and edited 10+ clear, concise, and engaging WordPress articles on industry and education topics, SEO-optimized to resonate with the target audience.

SKILLS

Backlinks

Keyword Research

Content writing & Canva

Website Audit

SEMRush

Yeast SEO

Screaming Frog

Ahrefs

Google Analytics

Google Ads

WordPress

GSC

SEO Surfer

Quora & LinkedIn

HTML/CSS

CERTIFICATIONS

Fundamentals of Digital Marketing

Google Analytics for Beginners

SemRush Keyword Research

Google Ads Certification

EDUCATION

Sister Nivedita University (08/2021 - 06/2024)

Studied BBA Digital Marketing

Saraswati Vidya Mandir (CBSE-Intermediate)
(04/2019 - 06/2021)

De Nobili School (ICSE- Matriculation)