

Resume

Ulka Rawal

Digital Marketing | SEO Executive | On Page, Off Page | Technical SEO Optimization

Social Media Marketing | Site Audit | Canva

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Education: Bachelor of Science (BSC)

Home Science

Professional Summary

Results-driven SEO Executive with proven expertise in optimizing websites, driving organic traffic, and improving search engine rankings. Skilled in keyword research, on-page/off-page optimization, Seeking to contribute my skills to a growth-focused organization.

Key Skills

- **SEO Optimization:** On-page and off-page optimization, meta tags, URL structure, internal linking, and technical SEO.
- **Keyword Research:** Expert in tools like Google Keyword Planner, Screaming Frog, SEMrush, etc.
- **Content Optimization:** Optimizing web pages, blog posts, and landing pages to boost organic traffic.
- **Analytics Tools:** Proficient with Google Analytics, Search Console, and SEO auditing tools.
- **Link Building:** Experience in building high-quality backlinks and outreach.
- **Technical Skills:** WordPress SEO plugins (Yoast, RankMath) platforms.
- **Reporting & Analysis:** Generating insightful reports on SEO performance, CTR, and traffic patterns.
- **Social Media Marketing:** Strategized and executed campaigns across platforms, increasing engagement by 30%.
- **Meta Ads Expertise:** Managed Meta Ads campaigns, optimizing performance and achieving a 25% ROI increase.
- **Analytics & Insights:** Utilized tools like Meta Business Suite to track KPIs, driving data-informed decisions.
- **Social Media Marketing:** Strategized and executed campaigns across platforms, increasing engagement by 30%.
- **Meta Ads Expertise:** Managed Meta Ads campaigns, optimizing performance and achieving a 25% ROI increase.

- **Content Creation:** Designed compelling ad creatives and copy tailored to target audiences, boosting click-through rates.

Experience

1) Intesols | Ahmedabad

(Feb 2025-Dec 2025)

SEO Executive (Digital Marketing)

- Improve on-page SEO by fixing meta tags, headings, URLs, and internal links to increase rankings.
 - Do technical SEO checks to find problems with crawling, indexing, and website structure, and give suggestions to fix them.
 - Planned and carried out off-page SEO activities like outreach, guest posting, and directory submissions. Successfully gained [mention results, e.g., "50+ quality backlinks"], which helped increase Domain Authority (DA) and organic trust.
 - Identify risks and opportunities by keeping up with algorithm updates, new technologies, and SEO trends.
 - • Perform SEO audits and handle social media marketing tasks. Monitor website performance daily, analyze data, and optimize content to improve rankings and increase organic traffic.
 - Monitor website performance, speed, and mobile usability and provide suggestions to improve technical SEO.
 - Stay up to date with the latest SEO trends, search engine algorithm updates, and industry best practices to ensure strategies are relevant and practical.
- **SEO Tools:** SEMrush, Screaming Frog, Google Keyword Planner, Yoast SEO (WordPress)

1) SeoWebPlante | Vadodara

(Feb 2024-Nov 2024)

SEO Executive (Digital Marketing)

Conducted comprehensive keyword research to identify target keywords, leading to a increase in organic traffic.

- Optimized website content and meta tags, improving website ranking on search engines for targeted keywords.
- Created and executed effective link-building strategies, resulting in a Monitored website.
- Performance using **Google Analytics** and **Google Search Console**, providing actionable insights to improve page speed and user experience.

- Collaborated with content writers and designers to ensure SEO-friendly content and design alignment.
- Performed regular site audits to fix technical issues like broken links, duplicate content, and indexing problems.
- Generated weekly and monthly performance reports to measure KPIs (key performance indicators).
- Conducted regular SEO audits to identify and resolve issues such as broken links (404 errors), duplicate content, indexing problems, and slow-loading pages. Implemented fixes to ensure improved crawling, indexing, and ranking by search engines.
- Handle Social media platform like Facebook, Instagram, LinkedIn, Pinterest, Twitter

Technical Proficiency

- **SEO Tools:** SEMrush, Screaming Frog, Google Keyword Planner
- **Web Analytics:** Google Analytics, Google Search Console
- **CMS:** WordPress, Wix, Shopify
- **Other Tools:** Canva, Microsoft Office Suite, Excel
- **SMM:** Social Media Marketing

2) Interactive Web Station | Vadodara

SEO Executive

(Jan 2023 – Feb 2024)

- Created and executed effective link-building strategies, resulting in a [mention tangible results like backlinks or DA improvement].
- Generated weekly and monthly performance reports to measure KPIs and ROI.
- Monitored website performance using **Google Analytics** and **Google Search Console**, providing actionable insights to improve page speed and user experience.
- Conducted outreach for link-building campaigns to secure high-authority backlinks.
- Designed and executed off-page SEO strategies, including outreach for high-quality backlinks, guest posting, and directory submissions. Successfully acquired [mention results, e.g., “50+ high-authority backlinks”], improving Domain Authority (DA) and organic credibility.

3) Stersoft Solution | Vadodara

HR & Cold Calling

(Nov 2021 – Dec 2022)

- Manage end-to-end recruitment processes, including sourcing, screening, interviewing, and onboarding.
- Address employee concerns, conflicts, and grievances in a fair and timely manner.
- Cold Calling and Schedule Interview.

- Doing Regular posting on all Social Media platform.
- Handing Leads.

4) KocharTech | Vadodara

(Sep 2018 - Dec 2019)

Senior Executive

- Client Engagement: Conduct outbound calls and follow up with potential and existing clients.
Process customer orders efficiently and ensure timely delivery.
- Collaboration & Coordination: Work closely with the accounts team to ensure accurate invoicing and record-keeping. Maintain precise customer data for seamless operations.
- Product Promotion & Customer Support: Provide timely product details and demonstrations to clients. Gather feedback to improve customer experience and
- Market Research & Business Growth: Identify and target potential B2B clients in the agricultural sector. Conduct market research to uncover new business

5) Concentrix | Vadodara

(Oct 2017 - Sep 2018)

Customer Services Representation

- Client Engagement: Conduct outbound calls and follow up with potential and existing clients.
- Product Promotion & Customer Support: Provide timely product details and demonstrations to clients.

Personal Strengths

- Analytical and data-driven approach
- Strong communication and teamwork skills
- Detail-oriented with excellent problem-solving abilities
- Time management and organizational skills

Certifications

Digital Marketing done from WELTEC Institute