

EDUCATION

Corporate Institute RGPV Bhopal, Bachelor of Pharmacy (B Pharmacy); GPA: 7.5	2018 - 2022	Bhopal, Madhya Pradesh, India
Marketing Launchpad, Kraftshala (Online), Advance Digital Marketing Program; Kraftshala (Online)	2023 - 2023	Sarita Vihar, New Delhi, India

SKILLS SUMMARY

- **Digital Marketing:** On-Page SEO, Off-Page SEO, Technical SEO, Keyword Research, SEO Audits, Content Optimisation, Link Building, Backlink Creation, Competitor Analysis, Schema Markup, 301 Redirection Planning, UTM Creation Meta Title & Description Writing
- **Paid Media:** Google Ads, Facebook Ads, LinkedIn Ads, Search Campaigns, Display Campaigns, YouTube Ads, Retargeting, Performance Max Campaigns, Campaign Structuring, Media Planning, Budget Allocation, KPI Forecasting, Conversion Tracking
- **E-commerce:** Amazon Ads, Product Listing Optimization, Product Campaign Optimization, Shopping Campaigns, Brand Campaigns ACoS Optimization, Keyword Match Type Optimization
- **Tools:** GSC, GA, SEMrush, SFrog, Moz, Ahrefs, USuggest, GPlan, PSI, GTMtx, GAds, FBAds, LNAds, WP, Yoast,
- **Soft Skills:** Communication, Problem-Solving, Time Management, Detail-Oriented, Teamwork, Analytical Thinking.

WORK EXPERIENCE

Seo Executive Bytes Technolab Inc Ahmedabad	April 2024 - Present
○ Managing a complete SEO strategy, including on-page, off-page, and technical SEO, to improve organic visibility and website performance. ○ Conducting SEO audits using SEMrush, Screaming Frog, and GSC to fix crawling, indexing, and speed issues. Implementing dynamic schema markup for local businesses, products, reviews, blogs, and organisations to enhance rich results and CTR. ○ Executing link-building campaigns such as guest posts, Web 2.0, business listings, social bookmarking, and Quora. ○ Optimising meta content, internal linking, and keyword mapping to improve rankings. ○ Managing XML sitemaps, 301 redirects, LLM integration, and technical SEO fixes. ○ Creating performance dashboards in GA, GSC, and Looker Studio for weekly reporting. ○ Collaborating with content, design, and development teams to align SEO efforts with business goals. ○ Using Microsoft Clarity heatmaps to improve user engagement and conversions. ○ Microsoft Clarity heatmaps and behaviour analytics to improve engagement, UX signals, and conversions.	
Seo and Social Media Executive Rice Digititech Indore	December 2023 - February 2023
○ Managed on-page and off-page SEO, improving website visibility through keyword research, audits, and link building. ○ Created and scheduled social media content for Facebook, Instagram, and LinkedIn to increase engagement and reach. ○ Analysed performance using insights and analytics tools to optimise campaigns and support lead generation.	

PROJECTS

Bytes Saudi Market SEO & Organic Growth (In-House)	March 2025 - Present
○ Led a full SEO growth project to increase organic visibility and keyword rankings for Bytes Saudi in the Saudi and KSA regions. ○ Performed deep SEO audits and fixed crawling, indexing and performance issues to improve overall technical site health. ○ Optimised metadata, content structure, internal linking and keyword mapping to improve relevance and user experience. ○ Implemented advanced schema and structured data to enhance SERP appearance, CTR and rich result visibility. ○ Built domain authority using guest posts, Web 2.0, social bookmarking and niche-relevant backlinks. ○ Created Looker Studio dashboards and used Microsoft Clarity insights to improve engagement and conversion flow.	

Social Media Marketing & Engagement | Rise Digitech**December 2023 - February 2023**

- Planned and executed social media content strategy to increase brand visibility across Facebook, Instagram and LinkedIn.
- Designed and scheduled posts, reels and creatives to boost engagement and strengthen audience interaction.
- Analysed insights and performance metrics to optimise content approach and improve reach and follower growth.
- Supported paid promotions and tracking to improve campaign performance, awareness and lead generation.

BeingYoung Store PPC Campaign Project | Kraftshala**May 2023 - May 2023**

- Planned and executed a live PPC campaign for women's crop hoodies using Facebook and Google Ads with a ₹1500 test budget.
- Built campaign structure, audience segmentation and ad sets to drive website traffic and reach targeted user groups.
- Designed video and carousel ad creatives and optimised bidding, placements and targeting for better performance.
- Tracked and analysed metrics, including impressions, clicks, CTR and CPC, to evaluate campaign effectiveness.
- Applied insights from actual results to improve budgeting, seasonal strategy and future ad optimisation planning.