

# SHRISTI PATHAK

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## PROFESSIONAL SUMMARY

SEO Executive with 1.6+ years of experience in On-Page SEO, Off-Page SEO, keyword research, and backlink building. Proven ability to improve rankings, increase organic traffic, and optimize website performance using industry tools.

## WORK EXPERIENCE

### SEO Executive – Top Search (Jan 2025 – Nov 2025)

- Conducted keyword research and implemented SEO strategies
- Optimized on-page elements (meta tags, headings, internal links)
- Built backlinks and improved domain authority
- Tracked performance using Google Analytics & SEMrush

### SEO Executive – RND Technosoft (Jul 2024 – Nov 2024)

- Assisted in SEO optimization and keyword research
- Performed competitor analysis and reporting

## KEY SKILLS

|                  |                       |
|------------------|-----------------------|
| On-Page SEO      | Off-Page SEO          |
| Keyword Research | Backlink Building     |
| Google Analytics | Search Console        |
| SEMrush          | Technical SEO (Basic) |

## EDUCATION

Diploma in Information Technology (2024) – 7.92 CGPA

12th (2021) – 60%

10th (2019) – 70%