

# Divya Naruka

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Jaipur, Rajasthan 302017 7021435725 [naruka201995@gmail.com](mailto:naruka201995@gmail.com)

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## PROFESSIONAL SUMMARY:

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Results-driven SEO Executive with 2 and ½ years experience. Worked on India, UK, AU, Canada based projects. Eager to learn every day and move forward in the direction of growth and experiences which strengthen the overall career.

## WORK HISTORY:

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**SEO Executive**, 13/03/2020 to 06/03/2021

**VertexPlus Technologies Pvt. Ltd.** – Jaipur, Rajasthan

- Positioned website in a competitive niche at top 5 for 20+ high volume keywords.
- Increased organic traffic with 43% and reduced bounce rate with 22%
- Analyzed and audited websites to address performance issues
- Keeping a close eye on the performance of website
- All task performed for websites, on-page and off-page
- Worked for projects  
<https://www.stickerlookup.com/>  
<https://www.vertexplus.com/ca/en/>  
<https://www.tasteofcity.com/>

**Senior SEO**, 1/11/2019 to 28/02/2020

Work from home with **Over Earth - Digital Marketing Company (StartUp)**- Jaipur, Rajasthan

- Website optimization
- Work with website development team to drive SEO activities
- Detailed evolution of client's websites
- Making strategies for off page optimization
- Worked for project  
<https://www.eklavyasurgical.com/>

**SEO Executive**, 10/2018 to 06/2019

**Cognus Technology Ltd.** – Jaipur, Rajasthan

- Built, implemented and updated effective SEO strategies
- Analyzed and audited websites to address performance issues
- Keeping a close eye on the performance of website and check the competitor's activities

- All task performed for websites, on-page and off-page
- Worked for projects  
<https://www.instantassignmenthelp.com.au/>  
<https://www.assignmentdesk.co.uk/>
- Review of Traffic Reports using Google Analytics
- SEO training to fresher On-page and Off-page optimization and guidance.
- Managing and reporting SEO project content.

**SEO Executive Internship, June 2018 to July 2018**  
**Indiviso Digital Marketing Pvt. Ltd. – Kota, Rajasthan**

- Basic of SEO
- How to optimize websites
- On-page and off-page techniques
- Worked for project  
[www.nandinicomputers.in/](http://www.nandinicomputers.in/)
- Keyword Research

## **CORE QUALIFICATIONS:**

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- Knowledge on every Google algorithm update
- Adept at utilizing several types of analytics software
- In-depth knowledge of white-hat techniques accepted by the major search engine(Google)
- Creates comprehensive presentations and reports for client benefits
- Guide and trained fresher to achieve an optimum result

## **EDUCATION:**

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- MCA(Master of Computer Application), 2018  
Jaipur National University Distance Education - Jaipur
- BCA( Bachelor of Computer Application), 2016  
Modi Institute of Management & Technology - Kota
- 12<sup>th</sup>, 2013 by Saint John's Senior Secondary School – Kota
- 10<sup>th</sup>, 2011 by Central Academy Secondary School – Kota

## **INTERESTS:**

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- Internet Surfing
- Cooking
- Rajasthani folk dance (Ghoomar)

**PERSONAL DETAILS:**

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Date of Birth	20-09-1995
Gender	Female
Father's name	Mr. Rajendra Singh
Mother's name	Mrs. Madhu Kanwar