

Archana Bhardwaj

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PROFESSIONAL SUMMARY

Seeking a role in an organization that offers abundant opportunities for growth, self-development, and creativity to achieve both personal and organizational goals.

TOTAL EXPERIENCE – 5.5 YRS APPROX

SR. SEO TEAM LEADER at Autus Digital Agency July 2020-November 2023

- Mentored and coached team members to ensure successful performance.
- Delegated tasks to team members according to project requirements and employee strengths.
- Motivated team to achieve optimal results through effective communication and interpersonal skills.
- Communicate with clients for project progress and achievements.

SEO SPECIALIST at digiDZN Pvt Ltd. Feb 2019-March 2020

- Content strategy & management
- Worked closely with web designers and developers throughout the design process of a website launch ensuring proper implementation of SEO standards during each stage of development.
- Creating Meta Tags
- Content Suggestion & Optimization
- Local, Technical and Onpage SEO

DIGITAL MARKETING EXECUTIVE at Intellect Investment Consultants (P)Ltd May 2018-November 2018

- Created, managed and optimized campaigns on multiple social media platforms.
- Executed SEO and SEM campaigns to improve organic search engine rankings for targeted keywords.
- Drafted strategies for increasing brand awareness and improving product sales.

DIGITAL MARKETING EXECUTIVE at Active India August 2017-May 2018

- Learn Basics of Digital Marketing like:
- Offpage SEO
- Local SEO
- Video editing, Blog Posting etc
- Content optimization

ROLES AND RESPONSIBILITIES

➤ SEO Tools & Analytics (e.g., **GA, GSC, GTM, Ahrefs, SEMrush,**

Screaming Frog, Hubspot etc)

➤ Local SEO (**Google My Business**)

➤ Content Strategy & Management

➤ Keyword Research (**Keyword Planner, SEMrush, ChatGPT**)

➤ Competitor Analysis (SEMrush)

➤ Website Audit

➤ Team Leadership & Management

➤ Reporting (**Looker Studio, Agency Analytics**)

➤ Client Communication (**Basecamp**)

➤ Project Management

➤ Data Analysis

➤ Worked on CMS (**Wordpress, Wix, Squarespace, Webflow, duda**)

➤ Some of the Projects were:

<https://www.ciprcommunications.com/>, <https://www.bowestmotors.com/>

<https://www.halodefense.com/>

EDUCATION

PGDM

G.L. Bajaj Institute Of Management And Research, January 2014

MCA

ICFAI Hyderabad, October 2012

B.SC (BIO)

Udai Pratap Autonomous College, Varanasi

ACCOMPLISHMENTS

➤ Online Certification for Google Analytics Beginners, Advanced Google Analytics and Google Tag Manager Fundamentals

➤ Received Digital Marketing Basic Course Certificate by Digital Deepak

➤ Got certificate for actively completing the Summer Training period for three months at Outlook Publishing (India) Pvt. Ltd NEW DELHI, as Sales Executive.

HOBBIES AND INTERESTS

Singing, crafting things, watching inspirational videos, reading & writing quotations, reading articles & blogs.

DISCLAIMER

I hereby declare that all the information given above is true for the best of my knowledge.