

HARPREET KAUR

SEO Specialist | Digital Marketing Expert

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SUMMARY

With 5 years of SEO expertise, proficient in technical audits, on-page optimization, and off-page strategies. Skilled in content strategy, analytics tools, adapting to algorithm updates, and local SEO. Demonstrated success in improving organic rankings, driving traffic, and achieving measurable results for websites and clients.

SKILLS

SEO Best Practices	Local SEO	Ahrefs	
Screaming Frog	SEMRush	Google Analytics	PPC
Facebook Ads	Content Creation	ChatGPT	
Google Listing	Social Media	Keyword Research	
Technical SEO	Link Building	Project Management	
XML Editor	Competitive SEO Analysis	Meta Adwords	
Website Audit			

EXPERIENCE

SEO Executive

Battersea Corporate Consultants Pvt. Ltd.

📅 2019 - 2019 📍 Dwarka Mor

Managed SEO Projects for diverse clients.

- Developed and executed effective SEO that increased organic traffic by 30%.
- Implemented SEO best practices, resulting in improved search engine rankings.
- Used tools like Ahrefs, Screaming Frog, SEMRush, and Google Analytics to track and report on campaign performance metrics.

SEO Executive

Aerolite Technologies Pvt. Ltd.

📅 2019 - 2020 📍 Vikaspuri

Oversaw digital marketing strategies.

- Collaborated with the marketing department to manage SEO strategy, leading to a 20% increase in organic traffic.
- Wrote compelling website content that boosted engagement by 15%.
- Managed PPC and Facebook Ads campaigns, contributing to a 25% increase in conversions.

SEO Executive

Callsmaster Pvt. Ltd.

📅 2016 - 2018 📍 Vikaspuri

Coordinated marketing efforts across channels.

- Worked closely with other marketing professionals to align goals, improving overall campaign effectiveness by 20%.
- Contributed to the development of the SEO strategy, leading to a 15% improvement in search engine rankings.
- Assisted in the creation of engaging website content, including blog posts and pages.

ROLES AND RESPONSIBILITIES

Improved Search Engine Rankings

Executed On page operations- Meta Properties- Title, Description, URL. Keyword Targeting in Content, XML Sitemap, Robots.txt, Keyword Research, Website Verification.

Executed Off page operations- Bookmark, Classified Ads, Article Post, Blog Post, Image Submission, PPT, PDF, Infographic, Video Creation and Submission, Social Sharing, Profile Creation, Forum Posting, Guest Post etc.

Well versed with WordPress websites.

Good command over Google, Bing Webmaster and Analytics to perform planned strategies.

Basic knowledge of PPC.

Hardworking and Flexible to work with a team. Good Communication skills.

Stay updated on social media trends and adapt strategies accordingly to stay relevant.

Utilize social media analytics tools to track performance metrics and optimize strategy.

Increased Conversions

Managed PPC and Facebook Ads campaigns that led to a 25% increase in conversions.

TRAINING / COURSES

Digital Marketing Course

Completed Course from SE Trends from Dwarka, Ramphal Chock

Internship

Two Months Internship With Go Business India At Dwarka, New Delhi.

6 Months Worked With Go Business India As Seo Executive At Dwarka.

PROJECTS

Panacea Global Hair & Skin Services

Following My Keywords Which I Worked [https://www.panaceahairservices.com/]

- Top 5 Hair Transplant Clinic in Delhi
- Laser Hair Loss Treatment in Delhi
- Best Hair Transplant in Delhi NCR
- Best Hair Transplant in Karol Bagh
- Hair Transplant in Patel Nagar

EXPERIENCE

Sr. SEO Analyst

[Webpulse Solution PVT. LTD.](#)

📅 2022 - 2024 📍 Kirti Nagar

Company Description

- Oversees a team of SEO specialists, assigning tasks, providing guidance, and fostering professional development.
- Works closely with content creators, web developers, and marketers to integrate SEO into overall digital strategies.
- Exhibits strong leadership qualities, including decision-making, communication, and motivational abilities to drive team success.

EDUCATION

Degrees

[Completed B.A Programme from Delhi University](#)

[12th passed from C.B.S.E Board \(2013\)](#)

[10th passed from C.B.S.E Board \(2010\)](#)

PROJECTS

Karacus Energy PVT. LTD.

Following My Keywords Which I Worked
[<https://www.karacusenergy.com/>]

- Lithium Battery Manufacturers In India
- Lithium Ion Battery Manufacturers In India
- Solar Lithium Battery Manufacturers In India
- Lifepo4 Battery Manufacturers In India
- Bess Manufacturers In India

Ajmera Fashion

Following My Keywords Which I Worked
[<https://www.ajmerafashion.com/>]

- Phulkari Sarees Manufacturers in Gujarat
- Lehariya Saree Manufacturers in Gujarat
- Dyed Matching Saree Manufacturers in Gujarat
- Supernet Saree Manufacturers in Gujarat
- Polyester Dyed Thread Sarees Manufacturers in Gujarat

Momentum Gorkhpur

Following My Keywords Which I Worked
[<https://www.momentum.ac.in/>]

- IIT Coaching in Gorakhpur
- Medical Coaching in Gorakhpur
- Best Medical Coaching in Gorakhpur
- Medical Coaching Institute in Gorakhpur
- Top Medical Coaching in Gorakhpur