

RESUME

DEEPIKA SAIN

14-A, Alkapuri-A, Murlipura scheme

Jaipur, Rajasthan (India)

PHONE-9785434363,8079080862

E-MAIL:deepikasain61@gmail.com

LinkedIn: <https://www.linkedin.com/in/deepika-sain-63b19991/>

OBJECTIVE

To work in a growth oriented organization and get a proper exposure in the field of Search Engine Optimization to make a significant contribution to the Organization to be an asset and myself whatever I under take.

EXPERIENCE

SEO EXPERT

Cross Graphic Ideas Jaipur (SEP-2018 – Present)

- Handled SEO Marketing for the company.
- On page and Off page optimization.
- Generated leads via SEO, Social Media and Adwords.
- Handled the operation work.
- Worked with developer team to create application architecture.
- Created the content strategy for the client.
- Devised strategies to drive online traffic to the client's website.
- Generating leads via SEO & other mediums such as popup, Facebook, LinkedIn, Google Adwords.
- Recommended changes in the website's architecture, content, linking and other factors to improve SEO positions for targeted keywords.
- Optimized the content for the website and social networking accounts such as Reddit & Tumblr.
- Handling the content strategy part for different clients.
- Tracked and analyzed website traffic flow and provided regular internal reports.
- Attained key performance indicators such as reducing the website bounce rate, increasing time or improving conversion rate.
- Creating landing pages for Google Adwords.
- Creating different campaigns on Google Adwords, Facebook and LinkedIn to generate leads and sales.
- Achieved traffic improved by 65%
- Creating the link building strategy.
- Carrying out competitor research.
- External link building and Internal link building with relevant high quality third party websites and directories.

SEO Analyst

SEO Bay Jaipur (July 2017 – SEP 2018)

- Getting client's site higher on the search engine results.
- Selecting search phrases and choosing keywords.
- Generating leads via SEO & other mediums such as popup, Facebook and Google adwords.
- Recommended changes in the website's architecture, content, linking and other factors to improve SEO positions for target keywords.
- Developed and managed digital marketing campaigns by using a range of tools and techniques such as SEO, SMO, Webmaster Tools, Google Analytics.
- Optimized the content for the website and social networking accounts such as Reddit & Tumblr
- Tracked and analyzed website traffic flow and provided regular internal reports.
- Creating landing pages for Google Ad words.
- Handling video marketing on YouTube for clients.
- Automation of report from different campaigns.
- Achieved traffic improved by 60%.
- External link building with relevant high quality third party websites and directories.

SEO Executive

Medicine Comapny Jaipur (Dec 2016 – June-2017)

- Developed and managed SEOmarketing by using a range of tools and techniques such as SEO, SMO, Webmaster Tools, Google Analytics, Content Marketing and Performance Reporting.

SEO Executive

Satya Satellite Jaipur (Aug 2015 – Nov-2016)

- Devised strategies to drive online traffic to the company website.
- Developed and managed SEOmarketing campaigns by using a range of tools and techniques such as SEO, SMO, Webmaster Tools, Google Analytics, Content Marketing and Performance Reporting.
- Optimized the content for the website and social networking accounts such as Facebookand Google+.
- Tracked and analyzed website traffic flow and provided regular internal reports.

ACADEMIC QUALIFICATION

Degree	Year	Institution	Board/ University	Percentage
B.TECH	2010-2014	S.B.N.I.T.M Jaipur	Rajasthan Technical University	68.61
12th	2010	T.V.M. Sr. Sec.	Board of Secondary Education,	67.54

		School, jaipur	Rajasthan	
10th	2008	T.V.M. Sr. Sec. School, jaipur	Board of Secondary Education, Rajasthan	74.67

COMPUTER SKILLS

- Web Technologies:-HTML
- Operating System:- 98, XP, 7, 8 (Ms Office)
- CMS:-WordPress

PERSONAL SKILLS

- Good communication and inter personal skill.
- Proficient in various office programs such as MS Word, MS PowerPoint and MS Excel.
- Good presentation skill.
- Able to motivate and interact with different kinds of people and professionals And with a willingness to learn new experiences for the good of the company.

PERSONAL DETAILS

Father's name: Mr. RajendraSain

Date of birth: 5th Nov 1992

Language known: English, Hindi

Permanent address: 14-A, Alkapuri-A, Murlipura scheme, Jaipur, Rajasthan (India)

Contact no.: +919785434363, +91-8079080862

Declaration:

I hereby declare that the above mention information is correct up to my knowledge and I bear the responsibility for the precision of above mentioned particular.

Place- Jaipur

Date:

(DeepikaSain)

