

## CONTACT

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[in LinkedIn](#)

## EDUCATION

**Bachelors in English Literature (Hons.)**  
Amity University  
2019-21

## SKILLS

- Keyword Research
- On-Page Optimization
- Off-Page Optimization
- Technical SEO
- Google My Business
- Page Speed Optimization
- Link Building
- Google Algorithms
- Google Ranking Factors
- A/B testing
- Semrush/Ahrefs/Moz
- Google Analytics
- Google Search Console
- Content Writing
- Content Marketing
- Strategic Planning
- Client Communication
- Project Management
- Understanding of HTML/CSS
- UX Skills

# AMISHA PATHAK

## SEO Strategist

Experienced SEO specialist with a track record of improving organic search rankings for leading brands. Achieved **top 5 rankings for 80+ high-competition keywords** resulting in significant increases in organic conversions. Seeking a role as an SEO strategist to leverage strategic thinking and drive growth.

## EXPERIENCE

### SEO EXECUTIVE

**MOSHI MOSHI - THE COMMUNICATION COMPANY**  
(2021-Present)

- Developing & implementing effective SEO strategies for different niche websites including, Manufacturing, Home Improvement, Blockchain, Casino, Adult, Education, Health, Marketing, Pets and Software.
- Conducting keyword research and competitive analysis
- Analyzing website traffic and performance to identify areas for improvement
- Streamlining work to maximize efficiency and set processes for the team.
- Utilize content writing and marketing skills to provide a holistic boost to the campaigns.
- Collaborating with design and development teams to ensure SEO best practices are implemented

### Key Achievements

- Achieved **first page ranking** on Google for 150+ target keywords
- **74% Increase in website traffic** in 2 months
- Conducted on-page & technical SEO audits, leading to a **24% increase in CTR**
- **Few Best Projects** - MTV, Biesse, My Morning Owl, Urban Animal, Miracle Drinks

### FUREVER FRIENDS NGO (Sept 2020-March 2021)

- Assist with the development and implementation of SEO strategies.
- Link Building and Outreach Communication
- Creating Monthly Social Media Calendars