

RESUME

NAME : Sneha.S.Nalwad

Email: snehanalwad15@gmail.com

Mobile Number: 9108358910

Objective:

To take up a challenging career in an esteemed organization, that enhances once individual talent, vision and determination.

Professional Experience:

- ✓ Having 11 Months of experience in Search Engine Optimization.
- ✓ Worked as SEO Executive in AKOI.

Search Engine Optimization Skills:

- Keyword research.
- On-page optimization
- Off-page optimization
- Competitors analysis
- SEO Tools

Additional Course:

- Google Analytics Certification.
- Digital Marketing Course.

Roles and Responsibilities:

On Page Optimization

- Website Analysis
- Keyword Optimization
- Keyword Competitions and Competitor's website analysis
- Meta Tag Creations
- Header Tags (H1,H2,H3,H6)
- Description Tag

- Generate Website report (finding broken links, meta tags checking, page load time monitoring & reporting, w3 validation checking, checking link popularity, keyword density, back links, website link structure).
- Title Tags, Meta Tags Optimization, alt tags optimization, content optimization
- URL Optimization, Robots.txt creation
- Xml & Html sitemap creation for link optimization
- Google, Yahoo and Bing webmaster tools creation and submit the site map.
- Generating Google analytics Code and update in website all pages.

Off Page Optimization:

- Search Engines Submissions
- Directory Submissions
- Social Bookmark Submissions
- Blog Creation & Comment Posting
- Classified Submissions
- Social Media Optimization (Facebook, twitter, LinkedIn.com etc...)
- Article Submissions
- Press Releases Submissions
- Business Profile Creations
- PDF Submissions
- Free / Paid Banner Advertising
- Video Optimization
- Daily/ Weekly/Monthly wise monitoring the Web Traffic from Google Analytics.
- Checking the Keywords Rankings
- Google AdWords Campaign Creation

SEO Tools used and Skills:

- Google Analytics
- Uber suggest.io
- Search console
- SEM Rush
- Google AdWord

Projects :

- Omronbrandshop
- Duroflex
- Medmongers

EDUCATION

- BBA – KLE – College of Business Administration (2008 - 2013).
- PUC – Gavisiddeshwar PU College (2006 - 2008).
- SSLC – Swamy Vivekananda English Medium School (2005 – 2006).

PERSONAL DETAILS

Father's Name	:	Siddanna.I.Nalwad
Date of Birth	:	11-05-1990
Gender	:	Female
Nationality	:	Indian
Marital Status	:	Single
Languages Known	:	English, Kannada and Hindi.

I believe in hard work, sincerity and dedication. I possess the willingness and ability to learn and I believe in being a lifelong learner. I get along with the best of terms with almost everybody, which has proved to be an asset in my personal life.

Place : Bangalore

Sneha.S.Nalwad

(NAME)