

# Rinku Bisoyi

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## Career Objective

I am looking forward to work in an organization, which provides the environment for growth with competent and strong leader. Utilize 6 years of SEO analyst experience to optimize organic traffic, improve search rankings, and enhance online visibility. Drive measurable results and contribute to organizational growth through effective SEO strategies and leadership in a dynamic environment.

## Skills:

- Comprehensive knowledge of SEO best practices and industry trends
- Proficient in keyword research, on-page optimization, and link building strategies
- Experience with SEO tools and analytics platforms (e.g., SEMrush, keyword Planner, Dream Viewer, Clicky Web Analytics, Google Search Console, Xenu, Google AdWords)
- Strong data analysis skills to identify trends, track performance, and make data-driven decisions
- Familiarity with content management systems (CMS) and HTML/CSS
- Excellent communication and collaboration abilities, both verbal and written

## WORK EXPERIENCE

**DIGITAL MARKETING: Digital Marketer/Content Marketer, SEO Analyst, @Remo Software, Bangalore, August 2nd 2016 To Present.**

### Responsibilities:

- Having 3 years' experience as Team Lead (Successfully managed and led a team of 15 members, providing guidance, assigning tasks, and ensuring the timely execution of projects.)
- Improved On page SEO resulting in improvement in page speed and organic traffic.
- Troubleshoot poor rankings and develop improvement strategies. Targeted high Volume and Long Tailed Keywords that generating more traffic and sales each month.
- Monitored and reported website performance using Google Analytics, tracking key metrics such as organic traffic, conversion rates, and bounce rates.
- Keyword research, Keyword optimization using tools like keyword planner and SEMrush.
- Content writing - Writing product descriptions up to 2000 words
- Performed on-page, off-page, Tech SEO and international SEO as per website requirements.
- Hands on experience on SEO tools like Screaming Frog, SEO spider, Xenu

- Designed page for the content management system to promote SEO and efficient use of HTML tags
- Developed and implemented on-page optimization strategies, including meta tags, headings, and content optimization, resulting in a significant increase in organic search visibility.

## SEO PROJECTS:

Implemented SEO strategies for multiple projects, including Remo Software, Remo Recover, Yodot, and SFWare, resulting in improved organic visibility and increased website traffic.

## EDUCATION:

- B.Tech in ECE branch from BPUT, Bhubaneswar (2010-2014) . – 7.29 CGPA
- Board of Intermediate Education from VEDBYASH RESIDENTIAL COLLEGE, BERHAMPUR, ODISHA (2010) – 60%
- BSE 10th Board from RAYAT BISOYI HIGGH SCHOOL (2008) – 45%

## Strengths:

- ❖ Got appreciation by analyzing company's product, by making it more reliable and robust.
- ❖ Member of organizing team of technical fests in college.
- ❖ Participated in various cultural activities held in college.
- ❖ Team Leader Quality.

## Personal Details:

Date of Birth	:	21-5-1993
Gender	:	Male
Marital Status	:	Unmarried
Nationality	:	Indian
Languages	:	English, Hindi, Odia
Address	:	At/Po-Rumagada, Ganjam, Odisha-761117

**Place:** Bangalore

**Date:**

**Rinku Bisoyi**