



# NIKITA SINGH

SENIOR SEO ANALYST



**PHONE**

877-963-9331



**EMAIL**

nikita4694@gmail.com



**ADDRESS**

Malad East, Mumbai - 400097

“Experienced digital marketing professional with 4+ years of expertise in SEO. Bachelor of Management Studies and Diploma in Digital Marketing. Proficient in driving organic traffic, optimizing conversion rates, and utilizing advanced SEO tools including Google Analytics (GA4), Google Search Console, SEMrush, Ahrefs, and Screaming Frog.



## WORK EXPERIENCE

### JUL. 2023 - TILL PRESENT SENIOR SEO ANALYST

Reachlocal Services Pvt. Ltd.

- Managed SEO for diverse niches: Roofing, Plumbing, Jewelry, Termite Control, and E-commerce.
- Boosted online visibility by 20% via SEO optimization.
- Enhanced rankings across niches, increasing organic traffic.
- Optimized E-commerce SEO for better performance and visibility.
- Produced monthly reports, gave recommendations.
- Mentored and guided junior team, shared expertise.

### OCT. 2021 - JUL. 2023 SEO ANALYST

Reachlocal Services Pvt. Ltd.

- Conducted keyword research using Ahrefs, SEMrush, and SEO tools.
- Executed link-building strategies, including Guest Posting, Competitor Link Building, and Link Recovery.
- Analyzed website traffic with Google Analytics 4 and Search Console.
- Provided content recommendations and on-page optimization.
- Optimized for user experience and mobile-friendliness.
- Collaborated to align SEO efforts and tracked performance.
- Created reports using Google Data Studio.
- Identified improvements through audits.
- Monitored CTR, bounce rates, and user behavior.
- Stayed updated on SEO trends and algorithm changes.

### SEP. 2020 - SEP. 2021 SEO MANAGER

DMatic Digital Pvt. Ltd.

- Mentored SEO interns and content writers for quality and compliance.
- Led in-house website optimization for better organic visibility.
- Conducted regular audits to implement design and tech improvements.
- Aligned SEO with marketing objectives through collaboration.
- Analyzed analytics for data-driven recommendations.

**MAY. 2019 - SEP. 2020**

**SEO EXECUTIVE**

DMatic Digital Pvt. Ltd.

- Conducted keyword research (Ahrefs, SEMrush) and analyzed website traffic, search results, and user behavior (Google Analytics, Search Console) for SEO insights.
- Provided recommendations for SEO-friendly content, on-page optimization, and link-building strategies

**FEB. 2019 - MAY. 2019**

**DIGITAL MARKETING INTERNSHIP**

DMatic Digital Pvt. Ltd.

- Executed diverse link-building techniques, including guest posting, directory submission, and competitor link analysis, to enhance website authority and visibility.
- Collaborated with the team to optimize websites for a seamless user experience.

**DEC. 2016 - DEC. 2018**

**FRONT OFFICE RECEPTIONIST**

Shivam Autozone Ltd.

- Maintained Daily showroom Checklist with handling Clients.
- Maintained daily showroom décor.
- Looked after the car displayed in the showroom.



## EDUCATION HISTORY

**2019**

**DIPLOMA IN DIGITAL MARKETING**

EduPristine

**2014 - 2017**

**BACHELOR OF MANAGEMENT STUDIES**

D.T.S.S. College Of Commerce



## COURSES

Google Analytics 4

Value Map Streaming

Self Development



## SKILLS & EXPERTISE

On-Page SEO



Off-Page SEO



Decision Making



SMM



Content Marketing



Leadership



## TOOLS

SEMrush



Ahref



SalesForce



Screaming Frog



Google Analytics 4



Search Console



Jasper



Data Studio

