

## **SURABHI S DESAI**

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Results-driven SEO Specialist with 3 years of demonstrated achievements. Elevated organic search rankings for leading E-commerce brands by adeptly targeting high-competition keywords, resulting in substantial increases in organic traffic. Proficient in comprehensive keyword research, skillful execution of on-page and off-page optimization strategies, strategic and impactful link building, and insightful website analytics. Overall total 6+ years of working experience in IT industry.

### **PROFESSIONAL EXPERIENCE**

#### **AMPLE TECHNOLOGIES**

**Sept 2022 - Dec 2023**

##### **SEO Specialist**

- Optimized copy and landing pages of Imagine (Apple products) and Bose for search engine marketing.
- Perform keyword research in coordination with the client's business objectives to optimize the existing content and uncover new opportunities.
- Provided SEO analysis and recommendations in coordination with elements and structure of websites and web pages.
- Provided recommendations and execute strategies for content development in coordination with SEO goals.
- Develop and implement the link-building strategy.
- Local SEO optimization for clients – Imagine, Bose, ASICS, and Under Armour.
- Worked with the development team, editorial, and marketing teams to drive SEO in content creation and content programming.
- Recommended changes to website architecture, content, linking, and other factors to improve SEO positions for target keywords.
- Monitored web analytics dashboards, reports, and key reporting tools, and point out key areas of importance.
- Able to provide quality work and check the quality of own and the documents of others.

#### **INSIGHTS SOFTWARE SOLUTIONS**

**Jan 2020 - Sept 2022**

##### **SEO Executive**

- Develop link-building strategies to improve SEO positions for targeted keywords.
- Handled On page & Off page SEO activities for multiple clients.
- Shared 3XX & 4XX redirection recommendations from Google Analytics for multiple clients.
- For Local SEO Optimization listed and verified 600+ stores on Google My Business.
- Worked on E-Commerce, Non-Banking Finance, and auto-Mobile websites.
- Reviewed and analyzed client websites and blogs in preparation for detailed SEO strategy reports.
- Improved organic keyword search results through research and identification of targeted keywords and good knowledge of Google keyword planner.
- Conducted weekly and monthly strategy calls with clients to review performance as well as address and correct their concerns.
- Shared SEO recommendations for client's website using various analytical and webmaster tools.

##### **Website Designing**

- Designed and developed visually appealing and responsive websites using WordPress.
- Customized WordPress themes to meet client requirements, resulting in client satisfaction.
- Collaborated with clients to understand design preferences and provide design consultations.
- Integrated and configured plugins to enhance website functionality and user experience.
- Worked on social media campaigns, image optimization, logo creations using Canva tool.

**General Accounting Ops Associate**

- Verifies key aspects of input for a request, reviews and updates into the system customer, payment, product details, etc.
- Processing customer invoices as a daily routine.
- Ensures timely and accurate transaction processing.
- Raising debit invoices to the vendors/customers.
- Takes responsibility for resolving customer escalation, analyzes root cause and necessary action to plug issues.
- Handling and managing vending queries to provide optimal solutions in accordance with process guidelines and vendor inquiries, while diligently working towards their resolution
- Handled vendor's queries and try to resolve them.
- Able to analyze data from the report, draw inferences and come up with action points.
- Achieve daily targets within the designated timeline.
- Knowledge of SAP Fico tool.

**DIGITAL MARKETING EXPERTISE:**

Shopify plus, Google My Business, Google AdWords, Google Search Console, Google Analytics, Screaming Frog, SEM Rush, Page Speed Insights, Google Cloud platforms, Smart SEO, and WordPress.

**EDUCATIONAL QUALIFICATION:**

Bachelor of Business Management (Finance)

**ACHIEVEMENTS:**

- Local SEO: Optimized Google My Business listings for brands like Imagine, Bose, ASICS, Under-armour, iCare resulting in a significant boost in local search visibility and foot traffic.
- Redesigned new store locator page for Imagine and Bose for better user experience.
- Comprehensive Optimization: Elevated website performance with an average enhancement in search rankings through skillful on-page, off-page optimization, and strategic link building.
- Collaboration Impact: Collaborated seamlessly with cross-functional teams, driving a remarkable increase in search visibility and user engagement, expanding brand reach.

**DECLARATION:**

"I hereby declare that all the information provided in my curriculum vitae is correct to the best of my knowledge and can be verified".

**Place:** Bangalore

**Date:**

Yours sincerely,  
**Surabhi S Desai**