

NIHARIKA NAYAK

Digital Marketing and SEO Expert

Phone: +91-7042649648

Address: Bangalore India

DOB: 2 March 1990

Email: niharikanikks90@gmail.com

To be part of a leading organization where I can constantly learn, innovatively apply my knowledge to its growth and earnestly build a stable and committed career all along.

EXPERIENCE

Edkent Media, Ontario, Canada

April 2022 - Till Now

SEO Strategist

Roles and Responsibilities:

- Responsible for On page, Technical SEO, Off page and Social Media Optimization, Responsible for Organic Growth and Revenue generation for clients
- SEO Strategy, Keyword Research, Technical SEO Audit, Schema, Page speed optimization, CRO, A/B testing
- Optimizing and Publishing landing pages
- Do competitor analysis in terms of backlinks, traffic, keywords, strategy
- SEO projection and reporting

Projects Handled: 15

Dotmappers IT Pvt. Ltd., Bengaluru, India

Feb 2020 - Apr 2022

SEO Executive

Roles and Responsibilities:

- Handling complete on page optimization activities
- Setup sitemap, robots, search console and analytics for each client
- Update title tags and meta tags as per the landing pages and keywords
- Run the technical and detailed audit by using various tools and fix errors
- Planning and implementing website navigation and site structure

Projects Handled: 30

zNoow Technologies Pvt. Ltd. , Noida, India

Nov 2018- Oct 2019

SEO Executive

Roles and Responsibilities:

- Regular optimization of on-page content on website
- Doing competitive market research for each client to identify opportunity for increasing their online visibility.
- Planning and implementing website navigation and site structure.
- Build high quality backlinks from blogs, articles, press releases, social bookmarking etc.
- Removal of spam links

Projects Handled: 5

Premium Customer IT Services Pvt. Ltd, Gurugram, India

Nov 2016- Oct 2018

SEO Executive

Roles and Responsibilities:

- On-Page Optimization
- Off- Page Optimization
- Keyword Analysis
- Competitor Analysis
- Onsite Audit Report

Smart Search IT Solution Pvt. Ltd,, Hyderabad, India

Nov 2014- Nov 2015

SEO Analyst

Roles and Responsibilities:

- On-Page Optimization
- Link Building
- Keyword Analysis

SKILLS

- Search Engine Optimization
- Social Media Optimization
- Google Analytics
- Google Tag Manager
- Google Search Console
- Good communication skills
- Leadership ability
- Fast learner
- Creative thinking
- Problem solving skills
- Google Tag Manager
- Project Management
- E-mail Marketing
- Multi-tasking
- Content Marketing
- Landing Page optimization
- Trend Analysis
- Reporting

EDUCATION

GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT,

2013

Bhubaneswar (Odisha)

B.Tech (ECE)

Graduated with 6.97 CGPA

C. V Raman Polytechnic, Bhubaneswar (Odisha)

2010

Diploma (ECE)

Graduated with 6.5 CGPA

LANGUAGES

English (Full professional proficiency), **Hindi** (Native or bilingual proficiency), **Odia** (Native or bilingual proficiency)

TOOLS

Tools Used

Ahrefs, Screaming frog, SEMRush, Canva, Pro rank tracker, raven tools wordpress, shopify, wix, magento, GA4, Looker studio, mailchimp, hubspot, ubbersuggest, SE ranking, Surfer SEO, Drlinkchecker, Schema validator, MS office, Canva, Optimize, Clarity

I hereby declare that all the above statements are true to the best of my knowledge.

Niharika Nayak