



CONTACT



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Bangalore Urban, India

SKILLS

- Keyword Research
- On-Page Optimization
- Off-Page Optimization
- Technical SEO
- Competitor analysis
- Link Building
- E-commerce SEO
- Search Engine Marketing
- Content optimization
- Content writing

TOOLS & SOFTWARE

- Google Analytics
- Google AdWords
- Google Search Console
- Google Tag Manager
- Ahrefs
- SEMRush
- Moz
- Screaming Frog
- Sitebulb
- WordPress
- Canva

KEYA BANERJEE

SEO ANALYST

PROFESSIONAL PROFILE

Data-driven SEO Analyst with 2 years of SEO expertise and 4+ years of content magic. I consistently elevate organic traffic and user experience through strategic keyword research, website optimization, and link building, delivering measurable results.

WORK EXPERIENCE

Senior Digital Marketing Executive | CredR

Jan 2024 - Present

Bangalore Urban, India

Working in website optimization.using SEO and PPC

- Boosting organic traffic through targeted keyword research, on-page optimization, and strategic link-building campaigns
- Achieved more than 15% traffic gain in 4 months
- Optimizing, implementing strategies and achieving result without any Paid Tools
- Ranked in SERP second page for 4 competitive keywords in 3 months
- Content curation and content optimization for authorization

SEO Analyst | FirstPrinciples

Jan 2022 - Oct 2023

Bangalore Urban, India

Worked in project coordination, and website optimization.

- Boosted organic traffic by 35% in 4 months through targeted keyword research, on-page optimization, and strategic link-building campaigns.
- Used different keyword strategies to rank faster. Ranked 53 in Google for 3 major keywords.
- Leveraged Google Analytics to gain key insights into user behaviour, informing data-driven content strategies, identifying SEO opportunities, and website optimization initiatives.

Partner, Taanjore By Keya

2020 - 2022

Mumbai, India

Started a homegrown brand of handloom wear and fabrics. Designed and operated a tailoring unit to create dresses. Conducted a catalogue photoshoot of the designs. Worked on social media marketing and offline distribution.

Freelance Writer

Mar 2019 - Nov 2019

Mumbai, India

Completed projects on feature writing, technical writing, SEO-friendly web content development, press release writing, newsletters, white papers etc.

Content Team Lead | Alivenet Solution

Feb 2016 - Sep 2016

New Delhi, India

Conducted keyword research and applied SEO principles to create and optimize SEO-friendly website content, pillar page content, blog posts, press releases, product descriptions and social media content.

EDUCATION

Certificate in Digital Marketing Master Course

DigitalVidya, India

Master of Arts in Mass Communication

Sikkim Manipal University of distance
education, India

P.G Diploma in Television & Radio Production

Apeejay Institute of Mass
Communication, India

Bachelors of Arts in Media Science

West Bengal University of
Technology, India

LANGUAGE

- English
- Bengali
- Hindi

Sub-editor | CSR Vision Magazine

Apr 2015 - Jan 2016

New Delhi, India

Created blogs, news articles, interviews, case studies, etc. And proofread content for the magazine. Took interviews, and involved in regular content management and editorial decision-making.

Correspondent Writer | VAR India Magazine

Mar 2014 - Apr 2015

New Delhi, India

Worked in the editorial team, developing articles, blog posts, and press releases for their IT magazine that covers electronic gadgets, software, etc.

Content writer | R.K WordWiz

Aug 2012 - Apr 2013

Kolkata, India

Worked in the content writer team. Developed skills in feature writing, article, and blog writing.