



BHARADWAJ

SEO SPECIALIST

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EXPERIENCE

SEO Specialist

Accessnext Outsourcing Private Limited (Bangalore)
10/2023 - 05/2024

- Executing SEO Strategies to enhance website search.
- Performing On-Page, Off-Page and Technical SEO tasks.
- Research Analysis on SEO issues and fixing the bugs.
- Tracking Website performance using GA4 and GSC tools.
- Using SEO tools and analytics to track website performance.
- Tracking keyword rankings, Keyword Analysis and Research.
- Conducting in-depth keyword research, Competitor Analysis.
- Creating and optimizing SEO-friendly content strategies.
- Implementing effective SEO strategies to drive organic traffic.

Catalog & Site Operations

GetKetch (Bangalore)
06/2021 - 07/2023

- Creating and formatting catalog layouts.
- Writing clear and compelling product titles.
- Proofreading, QC check, Analysing and fixing catalog errors.
- Working closely with the IT team to get the content live.
- Collaborating with SEO consultants regarding SEO activities.
- Inspecting search result KW's, content gap and speed audit.
- Web structure analysis on test site prior to live site migration.
- Creating Landing pages as required for offer promotions.

SEO Executive

Telligent Support LLP (Bangalore)
08/2018 - 05/2021

- Creating SEO content for websites, blogs and guest posts.
- Analysing on Focus Keywords and SEO techniques.
- Keyword Ranking Research among competitor sites.
- Assisting in Manual Testing, Risk Analysis.
- Video Editing, Course creation on Moodle LMS.
- Conducting On-Site & Off-Site SEO techniques.
- Research Analysis on SEO issues and fixing the bugs.

SEO Executive & Senior Content Writer

Blueline Computers (Mangalore)
05/2016 - 08/2018

- Content Writing, Blog creation & Article creation.
- Developing quotes and proposals ideas.
- Structuring On-Page SEO activities for new websites.
- Creating video promotions for SEO outreach.
- Analysing website performance in GSC and Google Analytics.

SUMMARY

With over 12 years of comprehensive experience in IT Support, I specialize in 5 years of relevant experience in SEO, Web Analytics, and Content Creation. Proficient in keyword research, Google Analytics and Google Search Console, I excel in conducting on-site and off-site SEO competitor analysis.

SKILLS

Content Optimization	Intermediate
Keyword Analysis	Intermediate
SEO (On-Page & Off Page)	Intermediate
Content Optimization	Intermediate
Google Analytics	Intermediate
Google Search Console	Intermediate
HTML Basics	Basic
WordPress	Basic
Web Analytics	Intermediate
MS Office	Intermediate
Link Building	Intermediate

EDUCATION

MBA - Six Sigma Management

IIBM Institute of Business Management
05/2013 - 11/2016

BBM - Finance & Income Tax

Shree Devi College
06/2008 - 05/2011

CERTIFICATES

Certification in Six Sigma Green Belt

IIBM

Certification in SEO

Moz (Udemy)

- Conducting on-site and off-site SEO competitor analysis.
- Link Building, guest posts, managing social-media profiles.

Senior Process Executive

Cognizant (Mangalore)

11/2013 - 03/2016

- Preparation of daily, weekly, monthly inventory reports.
- Creating charts, graphs and reports.
- Troubleshooting errors occurring with macro reports.
- Building report drafts and dashboards as per requirement.
- Coordinating team members in meeting the deadlines.
- Solving conflicts and issues interrupting daily tasks.

Quality Analyst

Mphasis (Mangalore)

11/2011 - 05/2013

- Monitoring & quality checking of the calls.
- Providing feedbacks to CSR agents based on their call quality.
- Maintaining the quality parameters, dip check, Repeat audits.
- Providing briefing & refresher training regarding new updates.
- Enhancing CX experience by providing right call handling skills.

Certification in Fundamentals of Digital

Marketing

Google

Certification in Advanced Google Analytics

Google

Certification in Keyword Research

SEMrush