

## CONTACT

☎ 6001536493

✉ Anusritadeychoudhury@gmail.com

📍 96 Jayalakshmi School Road,  
Banaswadi, Bengaluru, Karnataka  
560033

🌐 [https://www.linkedin.com/in/  
/anusrita-dey-choudhury/](https://www.linkedin.com/in/anusrita-dey-choudhury/)

## SKILLS

- Google Analytics and Search console
- Content Writing
- Google Trends and Alerts
- Excel and Spreadsheets
- Content Marketing
- Instagram SEO
- WordPress and Shopify
- Conversion Rate Optimization
- Tools- SEMrush, Ahrefs, Screaming Frog, Canva and Other Industry Tools
- Audits Analytical
- Basic HTML and CSS
- Problem-Solving
- Avid Learner
- Team Player

## CERTIFICATIONS

- SEO Certification Programme- WSCube Tech
- SEO II Certified Hubspot
- Content Marketing Hubspot
- Generative AI- Microsoft And LinkedIn
- Fundamentals Of Digital Marketing- MyCaptain
- Social Media Marketing- Meta
- App Marketing and ASO- Udemy

## HOBBIES

- Numismatics
- Philately
- Singing

# ANUSRITA DEY CHOUDHURY

## SEO ASSOCIATE/ ACCOUNT MANAGER

An SEO Associate and Account Manager with a proven track record of increasing organic traffic and managing client account. Expertise in keyword research, on-page and off-page SEO, content optimization, link building, and SEO audits. Strong skills in client communication, project management, and performance analysis to deliver data-driven results and ensure client satisfaction

## WORK EXPERIENCE

### SEO Associate / Account Manager GRX10

MARCH 2024 - PRESENT

- Orchestrated a comprehensive SEO strategy with the SEO team, boosting organic website traffic by **140%** in four months, improving brand visibility and customer engagement.
- Applied SEO best practices to enhance organic search visibility, resulting in a **2.5x** increase in impressions and a **2.9x** increase in clicks.
- Worked with the SEO team to increase organic traffic by **31x** and improved keyword rankings by **7.39x** for a client featured on Shark Tank.
- Enhanced website traffic, keyword rankings, and reduced bounce rates across multiple client accounts.
- Led an **eCommerce project** as **Account Manager**, overseeing SEO, paid advertising and social media campaigns.
- Conducted keyword research, optimized on-page SEO, and managed **multi-channel marketing strategies** to drive growth and traffic.
- Collaborated with clients to align marketing strategies with business goals, optimizing customer acquisition and retention.
- Monitored KPIs, analyzed performance data, and delivered reports, leading to increased organic traffic, improved brand visibility, and higher conversion rates.

### SEO Intern Intent Farm

NOV 2023 - MARCH 2024

- Optimized web pages to enhance user experience, increase time on site, and reduce bounce rates through strategic content adjustments.
- Conducted on-page optimization of website content, including title tags, meta descriptions, header tags, and internal linking structures.
- Utilized Google Search Console and Google Analytics to monitor website performance, track key metrics, and identify areas for SEO improvement.
- Performed keyword research with tools like Ahrefs and SEMrush to inform content strategy and enhance search visibility.
- Developed comprehensive topic clusters for blog content, including pillar pages and supporting cluster pages, to target relevant keywords and improve content organization.
- Assisted in technical SEO audits using tools like Screaming Frog to identify and resolve website crawlability and indexation issues.

### FREELANCE EXPERIENCE

DEC 2022-OCT 2023

- Executed social media marketing strategies for two clients, resulting in significant improvements in sales performance
- Achieved significant improvements in views, brand awareness, engagement
- Demonstrated expertise in creating compelling content to drive client objectives.

## EDUCATION

SYMBIOSIS INTERNATIONAL UNIVERSITY  
MBA, Marketing

June 2024 - Present

ASSAM UNIVERSITY  
BSC Physics  
CGPA- 7.32

2017-2020