

Anisha Borhade

SEO Professional

CONTACT

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EDUCATION

BSC. IT
KES Shroff College July 2016 - Aug 2018

Diploma in Electronics and Telecommunication
Kala Vidyalaya Polytechnic July 2013 - July 2016

EXPERTISE

- Strategy and Development
- Website Audits & Reporting
- On-Page and Off-page SEO
- CMS tools (Wordpress, Magnolia, Shopify)
- SEO tools (Google Webmasters, Semrush, Ahref, Hubspot, Screaming frog)
- Team management

CERTIFICATES

Masters course in Digital Marketing
MCTA Institute Nov 2019 - April 2020

Profile

Proven SEO Professional with over 5 years of experience in developing and implementing effective SEO strategies to increase organic growth, search engine rankings, and website traffic. Expertise in Technical SEO, On-page optimization, Keyword Research, Link Building, and Content Marketing. Proven track record of achieving ROI through data-driven initiatives, Advanced Analytics (GA4), and Competitive Analysis. Capable of employing industry standard tools like as Google Analytics, SEMrush, Ahrefs, and Screaming Frog.

Work Experience

- AGENCY09

Oct 2023 - Oct 2024

Senior SEO Executive

 - Utilized analytics tools to monitor and report on SEO performance, leading to strategic adjustments that boosted traffic by 30% in a year.
 - Handled and verified about 220+ Google Business profiles overall in Pan India.
 - Collaborated with a team of freelance writers, editors, and SEO interns to produce high-quality, SEO-optimized content.
 - Optimized blog posts and social media content to drive engagement and leads for B2C.
- RENTOKIL PCI

Jan 2022 - Sep 2023

SEO Analyst

 - Reported Digital Lead India.
 - Developed and implemented Google Business Profiles across 250+ branches in PAN India.
 - Researched and implemented marketing strategies with quality content writing for the websites.
 - Received the Super Squad Award for increasing the overall revenue by 8.55% through marketing efforts.
 - Coordinating and communicating with third-party agencies for SEO reports.
- The YYellow Tux

Nov 2019 - Dec 2021

SEO Executive

 - Executed SEO techniques for Dotshot, Mancode, Bixa Botanical, Therapeuo multispeciality clinic, and Veda Rehabilitation & Wellness.
 - Modified website content with the help of WordPress and Shopify.
 - Conducted keyword research and edited the meta tags for organic SEO.
 - Link building for various brands and services.
 - Email marketing using Hubspot.
 - Generated weekly and monthly reports.