

## SHAIK SHAHANAAZ BEGUM



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### Objective:

Dedicated and results oriented Digital Marketing Professional with 2 years of combined experience in SEO and Digital Marketing. Proven expertise in driving organic growth and enhancing online visibility, optimizing online presence, increasing organic traffic, and executing comprehensive digital campaigns. Seeking a challenging role to leverage my skills in driving strategic digital initiatives. Enthusiastic about staying updated with the latest SEO trends and best practices to deliver exceptional results.



### Skills:

- ◆ Search Engine Optimization (SEO)
- ◆ Keyword Research and Analysis
- ◆ On-Page and Off-Page Optimization
- ◆ Google Ads
- ◆ SEO Auditing and Reporting
- ◆ Competitor Analysis
- ◆ Campaign Management
- ◆ Digital Advertising (Facebook Ads)
- ◆ Google Analytics
- ◆ Content Creation for social media
- ◆ Link Building Strategies
- ◆ Social Media Marketing
- ◆ Technical SEO
- ◆ Retargeting Strategies



## Tools :

- ◆ Uber-suggest
- ◆ Ahrefs
- ◆ Small SEO tools
- ◆ Keyword everywhere
- ◆ SEMrush
- ◆ Microsoft Excel
- ◆ Screaming frog



## Work Experience:

### 1)SEO Specialist,

HKR Digital Marketing Agency,  
[Hyderabad, Telangana]  
(Jan 2023 – July 2023).

### 2)Digital Marketing Executive,

Kurela Cognisive Pvt Ltd,  
[Hyderabad, Telangana]  
(July 2023 -Feb 2024).

### 3)Digital Marketing Executive.

Prakara learning Pvt Ltd,  
[Hyderabad, Telangana]  
(Feb 2024 – Nov 2024).

- ◆ Conducted comprehensive keyword research using tools like Google Keyword Planner and SEMrush to identify high-potential keywords for client's websites.
- ◆ Optimized website content and meta tags to improve organic search rankings and increase website traffic.
- ◆ Developed and executed content strategies for social media platforms, resulting in a increase in engagement over the course of the campaign.
- ◆ Created compelling and shareable content for social media postings, aligning with brand guidelines and target audience preferences.
- ◆ Managed and optimized paid advertising campaigns on Google Ads and Facebook Ads.
- ◆ Managed social media accounts on platforms such as Facebook and Instagram, fostering brand awareness and community engagement.
- ◆ Developed and implemented on-page optimization strategies, including optimizing title tags, meta descriptions, heading tags, and URL structures.

- ◆ Executed off-page optimization techniques such as link building through guest posting, directory submissions, and social bookmarking to improve website authority and backlink profile.
- ◆ Performed regular SEO audits to identify website issues, create recommendations, and track the effectiveness of optimization efforts.
- ◆ Monitored website performance using Google Analytics, tracking key metrics such as organic traffic, conversion rates, and bounce rates.
- ◆ Collaborated with the content team to create SEO-friendly content, incorporating relevant keywords, and optimizing formatting for improved visibility.
- ◆ Conducted competitor analysis to identify opportunities and develop strategies to outperform competitors in search rankings.
- ◆ Managed social media platforms to drive engagement, increase brand visibility, and support SEO efforts.
- ◆ Stayed up to date with industry trends, algorithm updates, and best practices in SEO to ensure optimal website performance.
- ◆ Auditing the Website report, hosted online webinars to increased brand visibility.



### Education:

#### ★ **Bachelor of Science** - (2017-2020)

Navodaya Degree college,  
Guntur, Andhra Pradesh.  
Percentage: 91.5 %.

#### ★ **Master of science** - (2020-2022)

Acharya Nagarjuna University,  
Guntur, Andhra Pradesh.  
CGPA: 8.5/10.



### Certifications:

- ◆ Google Analytics Individual Qualification (GAIQ)
- ◆ SEO Fundamentals Certification
- ◆ Google – Shopping Ads Certification
- ◆ Google – Ads Display Certification
- ◆ Digital Marketing Certification



### Additional sections:

- Internship* – Digital marketing internship at Digital Medha &Advertising.
- Awards* – **Best employee award** for the month of February.
- Languages known* – English, Hindi, Telugu, Urdu.