

Swagatika Behera

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Professional Summary

Experienced SEO and digital marketing professional with 10+ years of expertise in driving organic traffic, improving keyword rankings, and enhancing online presence. Proficient in on-page, off-page, and technical SEO, with a strong background in analytics, content strategy, and team leadership.

Key Achievements

- Boosted organic traffic by 80% across multiple client websites through data-driven SEO strategies.
 - Secured top 10 Google rankings for 70% of targeted keywords, increasing visibility and conversions.
 - Successfully implemented social media campaigns, enhancing brand engagement and awareness.
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Professional Experience**SEO Analyst | Lead Walnut | Aug 2024 – Present**

- Spearhead SEO initiatives for a US-based SaaS project, focusing on traffic growth and keyword ranking improvements.
- Perform in-depth keyword research and optimize web pages for higher search engine visibility.
- Implement technical SEO strategies, addressing site speed, crawl issues, and mobile optimization.
- Collaborate with content teams to produce SEO-optimized content.
- Execute link-building campaigns to enhance domain authority and SERP performance.
- Utilize Google Analytics, SEMrush, and Ahrefs to monitor and report website performance.

SEO Lead | Piqua Digital | Jan 2023 – May 2024

- Managed a team of 2 SEO specialists, ensuring timely and effective project execution.
- Developed and implemented comprehensive SEO strategies, increasing organic traffic and rankings.
- Conducted technical audits using SEMrush and Ahrefs, resolving SEO issues to improve site performance.
- Enhanced user engagement by optimizing web content and building high-quality backlinks.

SEO Specialist | Melissa Data Corporation | Nov 2019 – Jan 2023

- Led international SEO efforts, focusing on on-page optimization and link-building.
- Managed email marketing campaigns via HubSpot and optimized Google My Business listings.

- Published SEO-driven content to support broader digital marketing initiatives.
- Supervised a team of 5 SEO specialists, maintaining high-quality deliverables.

Senior SEO Analyst | Carmatec IT Solutions Pvt. Ltd. | Nov 2016 – Feb 2019

- Handled SEO for multiple client websites, covering on-page and off-page strategies.
- Developed and executed social media marketing plans to boost brand awareness.

SEO Analyst | Wetecho Solutions | May 2013 – Nov 2016

- Focused on off-page SEO, including link-building and social media engagement.

Freelance Tutor | Jan 2012 – Apr 2013

- Provided academic tutoring to school students while preparing for banking exams.

Skills

SEO & Digital Marketing:

Keyword Research | On-Page SEO | Off-Page SEO | Technical SEO | Local SEO | Link Building
Social Media Marketing | Email Marketing | Content Creation | Google Ads (PPC)

Analytics & Tools:

Google Analytics | Google Search Console | SEMrush | Ahrefs | Moz | Screaming Frog
Google Data Studio | Google Tag Manager | Sistrix | Silktide | Canva | Figma | Jira

Technical Proficiency:

WordPress | Basic HTML, CSS, SQL | Microsoft Office Suite

AI Tools:

ChatGPT | Claude AI | Perplexity | Gemini AI | Grammarly

Certifications

- Google Analytics Certification – Google Skillshop
 - SEO & Digital Marketing Certification – HubSpot Academy
 - Social Media Marketing Certification – HubSpot Academy
 - On-Page & Technical SEO Certification – SEMrush
 - Fundamentals of Google Tag Manager – Google Skillshop
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Education

B.Tech in Computer Science & Engineering | Koustuv Institute of Self Domain (BPUT) | 2011