

# Monika Singh

## SEO Team Lead

**Monika750333@gmail.com**

**9599658189**

**New Delhi , India**



## Education

### **B.sc Computer Science**

Maitreyi College , Delhi University

### **12th Class**

Janki Devi Sr. Secondary School ,  
Mayur Vihar Phase 1 , Delhi

### **10th Class**

Janki Devi Sr. Secondary School ,  
Mayur Vihar Phase 1 , Delhi

## Skills

- SEO On Page
- SEO Off Page
- Keywords Optimization
- Website Audit
- Competitor Analysis
- Link Building
- Project Management Skills
- Team Player
- Leadership Skills
- Content Creation
- Google Analytics
- WordPress
- Data Analytics
- Data Visualization
- Microsoft SQL
- Microsoft Power BI
- Python
- Excel/Google Sheets

## Career Objective

Dedicated SEO Executive who can conduct efficient and accurate research and SEO strategy implementation. Skilled at conducting SEO keyword research and search engine analysis, producing original SEO content, and assisting with sitemap building. Specializes in utilizing content and cross-platform marketing for SEO strategies.

## Work Experience

### **Computer Operator**

**Instyle Internation | Feb 2018 - June 2018**

Maintain their order record in an Excel sheet. Generate invoices for orders.

### **SEO Executive**

**Seoczar Pvt. Ltd.. | August 2018 - February 2019**

#### **Jobs & Responsibilities**

- Overachieved on SEO link building goals (100+ a Day)
- Checked Keywords rankings on a weekly basis
- Develop link building strategies to improve SEO positions for targeted keywords
- Responsible for boosting DA, PA, and trust Flow of the website
- Guest Post, Article Submission, Blog Posting, Social Bookmarking, Questions & Answers, Classifieds, Competitors back-link Analysis
- Using Google Analytics & Google Search Console to conduct Performance

## Certifications

Certification course of Digital marketing from IMTI, Laxmi Nagar.  
HubSpot Inbound Marketing  
Google Digital Unlocked  
Google Analytics for Beginners  
Google Tag Manager  
PG in Data Analytics for Business

## Hobbies

Listening To Music , Reading ,  
Internet Surfing

## Languages

**Hindi**

**English**

**Date of Birth:** 08/01/1997

**Marital Status:** Unmarried

**Sex:** Female

**Religion:** Hindu

**Nationality:** India

## Senior SEO Executive - SEO Team Lead

**New Vision Digital | April 2019 – May 2023**

### Jobs & Responsibilities

Keenly planning, reviewing, and managing all on-page and off-page optimization.

### On-Page activities

Website Analysis & Auditing.  
Creation of customized XML sitemaps, robots.txt etc.  
Optimization & Creation of Meta tags (Meta title, description), Heading tags & alt-tags.  
Do effective keyword research & Competitor analysis.  
Creation of SEO-Friendly URL.  
Content Optimization (by managing keyword density in pages.)

### Off-page activities

Link building Social bookmarking Classified ad submission, Article submission PPT Creation & Press release submission Web 2.0 Profile creation & submission Business listing, Image submission PDF Creation & submission Reciprocal Links & Directory submission.

### Other Tasks :

Sound Knowledge of Useful SEO tools like Google analytic, Google webmaster, Keyword Planner, Hootsuite, SEMrush etc.  
Plan SEO website assessments and provide recommendations as a layman to the team (Designers, Developers, and Content writers) thereby leading to more fruitful results.  
Continuously analyzing and monitoring trends in the search engine industry and updating myself on regular basis in order to cope with the latest trends and techniques.  
Plan Website Content Strategy  
Suggest all on-site improvements & make Recommendations to improve the Site structure.  
Give updates to clients & handle queries.  
Worked on Online reputation management (ORM) projects.  
Worked On GMB Listings to improve Branding  
Send Project Reports on a Daily, Weekly & Monthly Basis

## SEO Team Leader -

### EZ Rankings Pvt Ltd – Apr 2023 – Aug 2023

I am responsible for managing and executing SEO projects for our clients. This involves developing and implementing comprehensive SEO strategies tailored to each client's goals and objectives.

**Team Management:** As a team lead, I oversee a team of SEO specialists, providing guidance, support, and training.

**Keyword Research and Analysis:** I conduct thorough keyword research to identify relevant search terms and trends.

**Client Communication:** I serve as the primary point of contact for our clients, maintaining regular communication and providing updates on project progress. I collaborate closely with clients to understand their requirements, address any concerns

**On-Page and Technical SEO Optimization:** I oversee the implementation of on-page SEO techniques, including optimizing website structure, improving site speed, optimizing URLs, and ensuring proper internal linking.

## SEO Analyst -

### Measure Marketing – May 2024 – Present

- Conduct comprehensive keyword research to identify opportunities for ranking improvements and content optimization across various platforms.
- Implement on-page and off-page SEO strategies to increase organic search visibility and traffic.
- Monitor and analyze website performance using tools like Google Analytics, SEMrush, Ahrefs, and Google Search Console, providing actionable insights for continuous improvement.
- Develop and execute strategies for link-building, content optimization, and technical SEO audits to ensure website health and adherence to best practices.
- Collaborate with cross-functional teams (e.g., content, development, marketing) to ensure SEO alignment across all digital initiatives.
- Track and report on key performance indicators (KPIs) such as organic traffic

growth, keyword rankings, and conversion rates, delivering detailed reports to management and clients.

- Manage client communication, providing regular updates, strategic recommendations, and insights on SEO performance to ensure client satisfaction and alignment with business objectives.
- Build and maintain strong relationships with clients, addressing any concerns and ensuring clear understanding of SEO initiatives and results.
- Stay up-to-date with the latest SEO trends, algorithm updates, and best practices to maintain a competitive edge.
- Assist in the creation of SEO-friendly content strategies that align with business goals and target audience needs.
- Familiar with track leads through Callrail