



ANANDITA ROUT

SEO TEAM LEAD

Expertise

- ✓ SEO Strategy & Execution
- ✓ Technical SEO & Audits
- ✓ Keyword Research & Competitive Analysis
- ✓ On-Page & Off-Page Optimization
- ✓ Link-Building Strategies
- ✓ Google Analytics & Search Console
- ✓ Microsoft Clarity Implementation
- ✓ Structured Data Optimization
- ✓ Google Tag Manager Optimization
- ✓ Managed e-commerce SEO, ensuring optimized product visibility on Google Merchant Center & free web stores
- ✓ Google Business Profile Optimization
- ✓ Content Marketing & Optimization
- ✓ Local SEO & International SEO
- ✓ Team Leadership & Training
- ✓ Project Management & Reporting



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Odisha

Language

- English
- Hindi
- Odia

RESUME OBJECTIVE

Results-driven SEO Team Lead with 1.5 years of experience in search engine optimization, digital marketing strategies, and team leadership. Adept at driving organic traffic, improving search rankings, and optimizing website performance through data-driven SEO techniques. Strong expertise in on-page, off-page, and technical SEO, along with a track record of successfully managing and mentoring teams to achieve business goals.

WORK EXPERIENCE

TEAM LEAD 2025 February Month (Crushaders Tech Solution)

As a Team Lead, I empower teams to achieve their goals through strategic direction and effective leadership. I build a culture of collaboration by hiring, training, and mentoring talent while maintaining clear and open communication. By managing projects, resolving challenges, and evaluating performance, I foster continuous professional growth. My analytical approach ensures data-driven decisions that drive both team excellence and organizational success.

SENIOR SEO SPECIALIST 2024 April Month (Crushaders Tech Solution)

- Optimized website content for targeted keywords, improving organic search rankings.
- Monitored SEO performance using analytical tools, generating insights for growth strategies.
- Assisted in the migration of a website while preserving search rankings and traffic.

SEO SPECIALIST 2023 Oct Month (Crushaders Tech Solution)

- Developed and executed SEO strategies that resulted in a increase in organic traffic.
- Optimized Google Business Profile, improving local rankings and increasing customer engagement.
- Integrated AI-powered keyword research & content generation, increasing efficiency.
- Conducted technical SEO audits, fixing indexing, page speed, and Core Web Vitals issues.
- Leveraged Microsoft Clarity for behavior tracking, improving UX and conversion rates.
- Led high-authority link-building campaigns, increasing domain authority and organic reach.
- Managed e-commerce SEO, ensuring optimized product visibility on Google Merchant Center & free web stores.

Education

Ramadevi Women's University

Master of Science
2021- 2023

Ravenshaw University

Bachelor of Science in IT with Management
2018 -2021

Awards & Achievements

Star Performer Award 2023-2024