

SHILPA DAYAMA

SEO EXECUTIVE

ABOUT ME

A results-driven SEO Executive with 2 years of hands-on experience in implementing impactful SEO strategies to boost organic visibility and search engine rankings. Skilled in on-page and off-page optimization, technical SEO audits, keyword research, and performance tracking using tools such as Google Search Console, Google Analytics, SEMrush, and Ahrefs. Proficient in generating detailed SEO reports, optimizing content for search performance, and collaborating with cross-functional teams to improve website efficiency and drive qualified traffic.



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Bangalore

EDUCATION

- Post Graduate in Management ("PGDM"), Year 2017
- Bachelor of Commerce ("B.COM"), Year 2015

SKILLS

- On-Page SEO Optimization
- Off-Page SEO & Link Building
- Technical SEO Audits
- Keyword Research & Competitor Analysis
- Google Analytics & Search Console
- Local SEO Optimization
- Mobile & Page Speed Optimization
- Image Optimization and Content Duplication
- Check SEO Reporting & Performance Tracking

EXPERIENCE

SEO Executive - RDS Digital

2024– Present

- Performed comprehensive website audits to identify SEO opportunities and enhance search engine rankings.
- Conducted in-depth keyword research and competitor analysis to guide SEO strategies, content planning, and trend identification
- Optimized website content, meta tags, URLs, and internal linking to strengthen on-page SEO performance.
- Applied hands-on expertise in On-page SEO, Off-page SEO (including link-building), and Technical SEO.
- Created and maintained SEO performance reports to monitor keyword rankings, organic traffic growth, and key KPIs
- Improved local search visibility by optimizing Google Business Profiles and implementing effective local SEO practices.
- Helped increase organic traffic and SERP rankings for target keywords across various projects.
- Successfully managed 5+ client SEO accounts, consistently achieving first-page rankings through backlink strategies.

SEO Intern - RDS Digital

2024

- SEO Website auditing to optimize the website for search engine ranking.
- In-depth Competitor analysis. Potential Keyword's research.
- Hands on experience in On page SEO, Off page SEO(link building), Technical SEO.
- Gained hands-on experience with SEO tools such as SEMrush, Ubersuggest, and Ahrefs.
- Collaborated with content teams to optimize blog posts and landing pages for better search visibility
- Good knowledge in optimizing the Local SEO

My beauty Exchange ("ODMT"), Year 2021

2021-2022

Digital marketing executive intern

Conducted key word research and implemented on page and off-page SEO strategies leading to a 25% improvement in organic search ranking and increased website visibility for clients across various sectors and geography.

CERTIFICATIONS

- Digital Marketer from Digital Nest - Year 2019
- Certified Talky ERP 9 from Access InfoTech -2018