

RIYA JAIN

SEO Specialist

☎ +91 70378 00355 | ✉ riyajainblr038@gmail.com | 📍 Whitefield, Bengaluru |

PROFILE

Results-driven **SEO Specialist** with **4 years of experience** improving organic visibility, keyword rankings, and lead generation across healthcare, education, and ecommerce sectors. Expert in **on-page & off-page SEO**, technical optimization, and Google My Business strategies. Adept at data-driven decision-making, content collaboration, and consistent delivery of measurable results.

CORE SKILLS

SEO Tools: Google Analytics, Search Console, SEMrush, Ahrefs, Screaming Frog

On-Page SEO: Keyword Research, Meta Tags, Content Optimization, Technical SEO

Off-Page SEO: Link Building, Guest Posting, Directory Submissions

SMO: Facebook, Instagram, LinkedIn, YouTube

Other: Canva, WordPress, Google Ads (Basics), ChatGPT

Soft Skills: Communication, Competitor Analysis, Data-Driven Mindset

WORK EXPERIENCE

SEO Specialist | Nanda & Associate Lawyers (10 July 2024 - 15 Oct 2025)

- Managed **off-page SEO**, including **high-authority link building** and local citations, boosting **domain authority from 20 to 35**.
- Optimized **Google My Business (GMB)** profiles and service pages for 8 legal practice areas, achieving first-page Google rankings.
- Enhanced **on-page SEO** via content optimization, schema, and technical audits.
- Executed **Facebook Ads campaigns** improving lead generation and ROI.
- Collaborated with content & dev teams to align SEO, paid, and branding strategies.

SEO Executive | Garuda Mart India Pvt. Ltd. (Aug 2022 - May 2024)

- Boosted organic traffic by 65% in 6 months through targeted keyword strategy.
- Strengthened link profile via **guest posting** and high-authority backlinks.
- Increased social media engagement by 30% through creative content and hashtag.

- Used Google Analytics, Search Console & Facebook Insights for reporting.
- Awarded Best Performance in SEO (2023).

SEO Executive | Digital Vision Technology Pvt. Ltd. (May 2022 – May 2023)

- Improved rankings to Top 3 on Google for key terms like 'Watch Buyers in India' & 'Lubricant Manufacturers in Mumbai.'
- Implemented strategic link-building to increase visibility and authority.
- Collaborated with content & dev teams for technical and content SEO synergy.
- Key Projects: [swisswatchhunter.com](https://www.swisswatchhunter.com) | [valuelubricants.com](https://www.valuelubricants.com) | [trivenihospitals.in](https://www.trivenihospitals.in) | [ieltstutor.in](https://www.ieltstutor.in) | [drsangeetashetty.com](https://www.drsangeetashetty.com)

EDUCATION

Bachelor of Business Administration (BBA) – Sanskriti University, 2017–2020

CERTIFICATIONS

- 6-Month SEO Internship Certificate
- Google Analytics & Search Console (Self-learning)
- HubSpot SEO Certificate

ACHIEVEMENTS

- Best Performance Award in SEO – Garuda Mart (2023)
- Delivered 10–15 qualified leads/month through SEO & SMO strategies

TECHNICAL TOOLS

Semrush | Ahrefs | Google Analytics | Google Search Console | Keyword Planner | Screaming Frog | Moz | BrightLocal AI | Fraser.io | Diib AI | Alli AI | Excel | PowerPoint | Google Ads | Facebook Ads