**Roshni Gupta**

**SEO Executive at White Globe Web**roshnigup2001@gmail.com ∙ +91 9131760694 ∙ linkedin.com/in/roshni-gupta-24r

ProfessionalSummary:

Experienced SEO Executive with expertise in on-page and off-page optimization, keyword research, and content strategy. Proficient in using SEO tools like Google Analytics, SEMrush, and Ahrefs to improve website rankings and visibility. Skilled in creating SEO-friendly content and managing backlink campaigns. Certified in Advanced Digital Marketing, Google Analytics, and Project Management. Passionate about driving online growth through effective SEO strategies.

Work Experience:

**White Globe Web, Jabalpur — *SEO Executive***

### **JUNE 2023 - PRESENT**

* Optimized meta tags, improved keyword targeting, and enhanced content structure through comprehensive SEO audits, leading to increased website rankings.
* Conducted in-depth keyword research using SEMrush, Ubersuggest, and Ahrefs to enhance website content and search engine visibility.
* Implemented on-page SEO strategies, including content optimization, internal linking, and structured data to improve user engagement and rankings.
* Managed and executed backlink-building campaigns, leveraging off-page SEO techniques to strengthen website authority and credibility.
* Analyzed performance metrics using Google Analytics and SEMrush, identifying trends and optimizing SEO strategies accordingly.
* Created and developed SEO-optimized content for multiple websites, including Australian projects like [Tilt Tray Perth](https://tilttrayperth.com.au/), [Specialized Sweeping](https://specializedsweeping.com.au/), and the Indian-based [Namoh Packers and Movers](https://namohpackers.com/).
* Implemented Local SEO techniques, optimizing business listings and Google My Business profiles for better local search visibility.
* Utilized Google Search Console to monitor website performance, fix indexing issues, and enhance search presence.
* Developed and executed SEO strategies to drive organic traffic, improve search rankings, and increase user engagement.

Key Skills:

### **Technical Skills —** SEO (On-Page, Off-Page, Local), SEO Audits, Keyword Research (SEMrush, Ubersuggest, Ahrefs), Screaming Frog,Google Analytics, Google Search Console, Backlink Building, Technical SEO, Content Optimization, Wordpress, Excel (Data Analysis & Reporting).

### **Soft Skills —** Good Communication, Analytical Thinking, Problem-Solving, Attention to Detail, Creativity, Time Management, Team Collaboration, Adaptability, Organizational Skills.

Education:

B.COM in Computer Application (2020 – 2023)

Sri Ram College Of Commerce | Jabalpur, Madhya Pradesh, India

Certifications:

### Advanced Digital Marketing Certification

### Google Analytics Certification

### Aherfs Certification Course (Beta)

### Project Management Certification

### Microsoft Power BI

Relevant Coursework:

**Advanced Digital Marketing Course** — *By DiGiMARK*

**Project Management Course** — *LinkedIn Learning*

**Business Analysis Foundations Course** — *LinkedIn Learning*