

Shweta Tiwari

SEO Practitioner, Problem Solver & a Lifelong Learner

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EXPERIENCE

Augurs Technologies, Lucknow— Sr. Digital Marketing Executive

February 2023 - PRESENT

- Strategizing & Maintaining company Social media pages and presence
- Working on SAAS SEO for UK clients.
- Handling 3 projects: Clients reporting, SEO strategy & Execution
- Content Strategy for business from various Social Media Portals
- Monitoring and evaluating website performance metrics using Google Analytics

Hurak Learning (United Kingdom), Remote— SEO Specialist

January 2022 - December 2022

- Improved Monthly Traffic by 3000 to 10000 visitors organically.
- Made Technical changes to update the website as per the latest search engine algorithm to improve the ranking of the website.
- 30+ Keywords ranked in the top 10 positions.

Up Info Media, Lucknow— SEO Executive

June 2021-December 2021

- Worked on USA Based Online Pharmacy E-Commerce Website.
- Performed complete on page & Off page SEO Strategies.

Clickretina.com, Lucknow— SEO Intern+Executive

SEPTEMBER 2020 - MAY 2021

- Conducted keyword research
- Managed on-page and off-page SEO.
- Managed and improved organic search engine performance and goal setting based on CTR, Traffic & Conversions.
- Recommend changes to the website's architecture, content, linking, and other factors to improve positions for target keywords

SKILLS

SEO

★★★★★

Google Analytics

★★★★★

Search console

★★★★★

Screaming Frog

★★★★★

Canva Designing

★★★★★

ChatGPT

★★★★★

Content writing

★★★★☆☆

SMO

★★★★☆☆

WordPress

★★★★☆☆

PPC

★☆☆☆☆

AWARDS & CERTIFICATIONS

Awarded as Best SEO of the Month (Twice)

Content Writing Certification
Morning Picker

Morningpicker.com, Remote— Content Writing Intern

FEBRUARY 2020 - MAY 2020

- Writing articles on trending news Globally
- Developing articles and success stories and writing them on their dashboard
- Writing SEO Friendly unique articles with catchy titles

EDUCATION

Ch. Mukhtar Singh College, Meerut— Diploma in IT

JULY 2017-JUNE 2019

- Percentage-75
- 2 months Apprenticeship on Web designing(May-July2018)
- Participated workshops on Entrepreneurship & Career Advancement Bootcamp(CAB) By Medha

Gandhi Faiz-e-Aam College, Shahjahanpur— Graduation

JULY 2015-JUNE 2017

- Bachelors of Science in Maths
- Physics, Chemistry, Math as main subjects

Portfolio

This is my portfolio Link. I mentioned my latest project Rankings. Please have a look.

[Click here to check](#)

**Employability skill training
Certification (2019)**
Medha Organization

ADDITIONAL

- **Fitness Blog:** Actively creating & optimizing content, implementing SEO strategies, and utilizing social media marketing for audience engagement.
- **Travel Blog:** Developing compelling travel content, employ SEO best practices, and leverage social media for increased visibility and organic traffic.