

Priyanka Chawla

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Summery

Passionate and results-driven SEO professional with over 6 years of experience leading high-traffic site optimization and organic growth strategies. Proven track record in optimizing conversion funnels, overseeing SEO development, and enhancing site structures. Adept at leveraging industry-standard tools and maintaining up-to-date knowledge of search algorithm trends to drive success.

Technical Skill: On-page and off-page optimization, technical SEO audits, analytics tools, website speed optimization, mobile SEO, local SEO, SEO plugins, competitor analysis, schema markup, and SEO reporting, SEO Strategy Development, Website Optimization, Keyword Research, Content Marketing, Conversion Optimization, Page Speed Improvements.

SEO Tools: Google Keyword Planner, Ahrefs, SEMrush, Google Analytics, Google Search Console, Yoast SEO, Screaming Frog, Moz, Google Data Studio, Google Tag Manager, and other SEO tools.

Other Skills: Content Creation, E-commerce, MS Office (Word, PowerPoint, Excel), Project Management, Link Building, WordPress, Shopify, Magento.

Interpersonal Skills: Self-initiative, Strong Analytical and Conceptual Skills, Client Communication, Led a Small Team, Problem-Solving and Detail-Oriented, Leadership and Team Management.

Experience/Projects

Newparts Inc

SEO Executive

Aug 2023 – Jun 2024

United State (Remote)

- Implemented strategic SEO campaigns to increase organic search traffic by 30% within six months.
- Utilized SEO tools such as SEMRush, Ahrefs, Google Search Console, and Screaming Frog to monitor and analyze search performance.
- Created and optimized high-quality, SEO-focused content.
- Analyzed and reported SEO performance using tools like Google Analytics and Google Search Console.
- Supported the development and implementation of SEO recommendations.
- Handel on-site and off-site SEO optimizations to improve natural rankings.
- Managed canonical links to resolve duplicate content issues and consolidate link equity, ensuring that search engines index the preferred version of web pages for optimal ranking."
- Trained and mentored junior SEO team members in strategy development, troubleshooting, and technical skills.

Milagro Interactive Technology

SEO Executive

Jul 2022 – Sep 2023

Chandigarh, India

- Worked on high-profile projects for Hyatt and My Club Marriott hotels.
- Implemented on-page and off-page SEO strategies resulting in a 20% increase in organic search traffic within 6 months.
- Conducted keyword research and analysis to optimize website content, leading to a 25% improvement in search engine rankings.
- Managed link-building campaigns, acquiring high-quality backlinks and improving domain authority by 10%.
- Work effectively with cross-functional teams, such as content creators, developers, and marketing professionals
- Conducted technical and content SEO audits, identifying areas for improvement and executing necessary changes.
- Identified and resolved technical SEO issues on websites.
- Ensured website optimization for speed, mobile-friendliness, and usability.
- Optimized conversion funnels daily and managed SEO development to engineer website optimization.
- Ensured site structures and content were aligned with SEO best practices, including title and meta tag optimization.
- Researched new SEO ideas, trends, and technologies to stay ahead in the industry.
- Played a critical role in realizing an SEO roadmap that improved business performance.

Dotsquares Ltd

Dec 2020 – Jun 2022

SEO Executive

Jaipur, India

- Managed SEO efforts for Wilderness Wear, focusing on outdoor apparel and gear, and in a 10% increase in organic search traffic within 3 months.
- Identified opportunities for organic growth, both domestically and internationally, and developed strategies to drive success.
- Hands-on optimization of websites, including page construction, content suggestions, keyword development, and improvement of site structure.
- Conducted thorough audits and provided technical recommendations to improve SEO performance.
- Educated cross-functional teams on industry shifts and new SEO trends.
- Utilized Google Analytics and ranking reports to measure SEO strategies and adjust tactics accordingly.
- Developed and executed link building strategies to improve online presence.
- Performed competitor analysis to identify areas of improvement.
- Projects: ATGBIC, Wilderness Wear, Gearbox, Hairslydz, SleepHive, 360degree Clinic.

Initsky IT Services

Aug 2018 – Nov 2020

SEO Analyst

Jaipur, India

- Developed and executed SEO campaigns to drive organic traffic growth.
- Collaborated with content and product teams to create engaging, SEO-optimized content.
- Implemented on-page SEO optimizations, including meta tags, headers, and content improvements.
- Monitored and reported on SEO performance using tools such as Google Analytics and Search Console.
- Supported the creation of SEO-friendly content and provided recommendations for improvement.
- Coordinated with the development team to resolve technical SEO issues and improve site performance.
- Conducted site audits and provided actionable recommendations for site structure, creative design, and content optimization.

Education

Maharaja Ganga Singh University

Master of Science in Computer Science

Sep 2014 – Sep 2016

Hanumangarh, India

Maharaja Ganga Singh University

Bachelor of Computer Science

Jul 2011 – Jul 2014

Hanumangarh, India