

AKANKSHA SINGH

SEO Executive

EDUCATION

Bachelor's in Mass Media (Advertising)

SIES College, Mumbai

PGDM (MBA) in Advertising & Media

Prin. L. N. Welingkar Institute of
Management Development & Research
(We School), Mumbai

CONTACT DETAILS

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S.B.Marg, Dadar West, Mumbai-28

PROFESSIONAL PROFILE

- Professional experience of 2+ years in Search Engine Optimisation, SEO Strategy.
- Basics of Social Media Marketing & Email Marketing.
- Skilled in Planning, Management, Coordination & Execution.

PROFESSIONAL WORK EXPERIENCE

Balance Nutrition [SEO Executive]

Aug 2018-Dec 2019

- Creation of SEO Projection Plan to be achieved by the Agency
- Monitor Organic Visits & Ranking growth metrics & implementing needful actions.
- Optimising the Website (SEO Friendly) Presenting the Monthly Performance Reports.
- Effective coordination between the Agency and Internal teams.
- Handling Social Media platforms and coordinating with social media head & design team for creatives.
- Coordinating with Design team and content team for email marketing.

Digital F5 [SEO Executive]

Oct 2016-Dec 2017

- Develop & Implement SEO Strategy (Keyword research, Link Building, On-page, Off-page & Competitor Analysis)
- Creating high-quality backlinks using ethical SEO techniques.
- Optimising the Website (SEO Friendly)
- Monitoring SEO Performance and Creating Monthly Reports.
- Collate necessary metrics, analyse and present reports with actions necessary.
- Operations+SEO for inhouse project Gallerist.in

- Handling Social media platforms for Gallerist.in

Ignite [Client Servicing & Media Sales Intern]

March 2015-June 2015

- Client Servicing for Times of India (outsourced agency)
- Responsible for gaining new and retaining existing customers for some of there well-known magazines (Adorn, Femina, Filmfare, Outlook, Rolling Stones etc.)

LINKEDIN

www.linkedin.com/in/akanksha-singh-60a56a136

HOBBIES

Photography (Nature, Wildlife)
Listening to Music

CAPABILITIES

- 1) Always positive attitude in any situation.
- 2) A good learner and fast grasper.
- 3) Adaptable to different work environments.
- 4) Presenting new ideas and proposals assertively, setting higher but achievable standards of performance for self and others.

KEY SKILLS

- Project Management (SEO)
- Google Analytics
- Google Search Console (Webmaster)
- Facebook Ad Manager
- SEO Tools (Keyword Research, Competitor Analysis, Ranking)
- Mailchimp