ARPITA DESAI

Orange, CA
Phone: +1(714)363 8718 | **Email:** patelarpita29@gmail.com

OBJECTIVES

Results-driven and highly experienced SEO Specialist with over 9 years of expertise in developing and implementing successful SEO strategies to drive organic traffic, enhance online visibility, and maximize ROI. Proven track record of optimizing websites for search engines and achieving top rankings across various industries. Seeking to leverage comprehensive knowledge and skills to contribute to the success of a forward-thinking organization.

KEY COMPETENCE

- Market research and analysis
- Cross-functional team collaboration
- Microsoft Office
- CMS – WordPress, Wix, Squarespace
- Keyword research
- Social media marketing
- Competitor analysis
- Search engine marketing
- Link building
- Content optimization & marketing
- Site auditing
- KPI reporting
- HTML, CSS & JavaScript
- Google Analytics
- Google search console
- SEMrush
- MOZ
- Screaming frog
- Spyfu
- Marketmuse
- Ahrefs
- Google AdWords
- PPC Advertising

PROFESSIONAL EXPERIENCE

SEO Consultant - WolkNetz, Canada	Jan 2024 – Present
Content Strategist - Wiideman Consulting Group, CA	July 2023 – Jan 2024
Freelance SEO Consultant	Jan 2023 – July 2023
SEO Specialist - Bob's Watches, Newport Beach, CA	May 2022 – Dec 2022
Freelance SEO Strategist - Designory, Chicago, IL	Jan 2022 – April 2022
SEO Specialist - Helium 10, Irvine, CA	Jan 2019 – Dec 2021
Internet Marketing Executive - NCrypted Technologies Pvt ltd, India	June 2016 – Dec 2018
SEO Analyst - Krazy Mantra IT Pvt ltd, India	June 2014 – June 2016

WORK EXPERIENCE

- Conducted comprehensive website evaluations to identify areas for improvement, implementing both on-page and off-page optimization techniques to elevate search engine rankings.
- Leveraged keyword research tools to identify high-value keywords for optimizing content to increase visibility and relevance.
- Implemented structured data and schema markup to enhance website visibility on search engine results pages (SERPs), leading to increased click-through rates (CTR).
- Collaborated closely with content creators to develop SEO-friendly content, including blog posts, articles, and landing pages, designed to engage and retain target audiences.
- Conducted extensive competitor analysis to identify industry trends, content gaps, and opportunities for improvement.
- Monitored and evaluated key performance indicators (KPIs), including traffic, rankings, and conversions, utilizing Google Analytics, Google Search Console, and other analytics tools.
- Stayed updated on industry shifts and algorithmic changes, adjusting SEO strategies accordingly to maintain competitiveness in search engine rankings.
- Regularly delivered performance reports and insights to clients, highlighting accomplishments, areas for enhancement, and future prospects.
- Managed SEO campaigns across diverse industries, such as e-commerce, legal, luxury, and technology, achieving top rankings and amplified organic traffic.
- Implemented technical SEO tactics, including website structure optimization, URL refinement, and mobile optimization, to enhance website functionality and user engagement.
- Executed link-building initiatives to secure high-quality backlinks from authoritative sources, enhancing domain authority and search engine visibility.
- Utilized A/B testing and data-driven analysis to optimize website elements such as meta tags, headings, and CTAs, improving click-through rates and conversions.
- Collaborated closely with web developers to integrate SEO best practices, address technical issues, and ensure compliance with search engine guidelines.
- Managed PPC campaigns on Google Ads and Facebook Ads, optimizing ad copy, targeting, and bidding strategies to improve campaign performance.
- Created engaging social media content and managed social media accounts, resulting in a 50% increase in followers and a 40% increase in engagement.

EDUCATION

Certificate in Full Stack Web Development: University of California, Irvine
Master in Information Technology: Dharmsinh Desai University, Gujarat, India
Bachelor of Engineering in Computer Science: Gujarat University, India