

SINGH RIYA HARIKESH

VIRAR (W)

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Certified Digital Marketing professional with 1.5 Year of focused experience in Search Engine Optimization (SEO). Seeking opportunities to apply skills and knowledge in Digital Marketing, Search Engine Optimization, and Social Media Marketing roles. As an SEO EXECUTIVE, my portfolio showcases my experience in optimizing websites to improve their search engine rankings. I have worked with a variety of clients, from small businesses to large corporations, to help them increase their online visibility and attract more organic traffic to their websites.

Digital Marketing Skills Acquired While Studying:

Project Activities:

- Knowledge about How to do SEO of the page.
- Post social media content every day to engage with the audience.
- Knowledge about How to do Email Marketing campaigns via MailChimp.
- Creating Thumbnails for YouTube.

Experience:

Escalate 360Media (7 Months) August to February

- Beauty Industry
- Clothing Industry
- Healthcare Industry

Work:

Did the SEO of the page

- On-page SEO of the website repaired the Meta tags and image alt tags and improved the readability.
- Off-Page SEO
- Technical & Local SEO
- YouTube SEO
- Did competitor Keyword research
- Wrote Review and Quora Question and Answer
- Blog Publishing on the website & and blog interlinking
- Backlink Submission and profile creation
- Work on Google Analytics and Search Console
- Increases Social Media Followers
- Group posting on Facebook
- Handling Google My Business account
- Schema Tag Repair
- SEO Monthly Report

Terado Engineering (March to Present)

Real Estate Healthcare

- Meta tags and image alt tags, as well as improving its readability as part of on-page SEO efforts.
- I also performed on-page, Off-page, Technical and local SEO
- Monitoring Google Analytics and Search Console to analyze website performance and make data-driven decisions.
- Created Google My Business account for client
- Repaired the schema tags to improve the website's ranking, and optimized the Shopify website for SEO.
- SEO Monthly Report

Worked as a Freelancer for (Escalate 360Media)

- **Google My Business Account (GMB) handling checking messages & reviews replying.**
- Posting post, Offers & Events on GMB
- Replying to FB & and Instagram messages and comments. Group posting on FB
- Posting post & Scheduling post on FB & Instagram

Digital Marketing Skill Sets:

- Digital Marketing
- Search Engine Optimization (SEO)
- Social Media Marketing
- Google Analytics
- Google Ads
- Search Engine Marketing (SEM)
- Social Media Optimization (SMO)

Academic Qualification:

Diploma - 2021-01 - 2022-04

TATA INSTITUTE OF SOCIAL SCIENCE (TISS) Digital Marketing 2021-01 - 2022-04

Bachelor of Commerce (B.Com) - 2021-01 - 2022-04

Mumbai University

Higher Secondary Certificate (HSC) - 2018-01 - 2019-04

Maharashtra State Board Commerce

Secondary School Certificate (SSC - 2016-01 - 2017-04

Maharashtra State Board

Certifications:

- Diploma in Digital Marketing, TATA INSTITUTE OF SOCIAL SCIENCE (TISS) Digital Marketing 2021-01 - 2022-04
- **Software Skills :**
 - Graphic Designing: Canva.com.
 - CMS: WordPress. Shopify
 - Analytics: Google Analytics.
 - Keyword Research: UberSuggest. Keywordsuffr
 - SEO: SEMrush, Seoptimer, Google Search Console, MOZ explorer, screaming frog.
 - HTML, CSS

Extra curriculum Activity

- 1st Year Completed as NSS Volunteer
- 1 year as NSS Leader
- Done many events as a Volunteer in college and other colleges as well as events like Ayurveda events, Cloth segregations, free health checkup camps, etc.
- Done the events as a volunteer at Mumbai University.
- Participating in college events like Tea and idli stall

Personal Details:

- Languages – Hindi, English & Marathi
- Date of Birth - April 17, 2002
- Marital Status - Unmarried
- Nationality - Indian

Declaration:

I hereby declare that all the information provided above is true to the best of my knowledge.

Riya Singh