



ROHIT GUHA

SEO Executive

DETAILS

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PROFILE

SEO Specialist with a proven track record of optimizing websites for maximum visibility and organic traffic. I excel in technical SEO, keyword research, and content optimization. Leveraging data-driven insights and SEO best practices, I am proficient in Google Analytics, Search Console, and Screaming Frog, committed to delivering measurable results and staying at the forefront of SEO industry trends.

EMPLOYMENT HISTORY

SEO Executive, Performance.io, Kolkata

AUGUST 2023 – PRESENT

- Led a successful website migration, ensuring minimal disruption and improved performance.
- Used data from Google Search Console, Analytics, and Adobe Analytics to identify and fix SEO problems.
- Researched keywords to drive organic traffic and improve search rankings.
- Used Screaming Frog for technical SEO audits and website analysis.
- Created detailed reports that showed SEO results and suggested ways to improve.

SEO Intern, PromotEdge, Kolkata

FEBRUARY 2023 – APRIL 2023

- Improved organic visibility through targeted keyword research and competitor analysis.
- Optimized on-page elements to increase page ranking for targeted keywords.
- Implemented a mobile-first SEO strategy to enhance user experience, boost mobile traffic, and increase mobile conversions.

Senior Associate, Technical Remote Support, Wipro, Kolkata

DECEMBER 2019 – MAY 2022

- Provided technical support to North American customers, resolving complex issues remotely.
- Excelled in customer satisfaction, consistently achieving high Net Promoter Scores (NPS) and meeting Service Level Agreements (SLAs).
- Demonstrated leadership in driving team quality and performance.

EDUCATION

Post Graduation Diploma | Media Management (Digital and social media marketing specialization), IISWBM (Under CU). , Kolkata

AUGUST 2022 – OCTOBER 2023

BA in English, Calcutta university, Kolkata

MAY 2015 – MAY 2019

LINKS

[LinkedIn](#)

KEY COMPETENCIES

Technical SEO

Site Migration & SEO Auditing

Content Optimization & Strategy Development

On-Page SEO & Local SEO

Keyword Research & Analysis

Performance Reporting & Data Analysis

Competitive Analysis

SOFTWARE PROFICIENCIES

- Screaming Frog
- Google Analytics & Search Console
- Adobe Analytics
- SEMrush
- Google Data Studio
- Ahrefs
- Schema Markup Generator

COURSES

Fundamentals of Digital Marketing, Google Digital Garage

OCTOBER 2023

Google Analytics for Beginners, Google Analytics Academy

OCTOBER 2023