

# Susmita Sen

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## Seo specialist (Senior associate)

Highly motivated Sr. SEO Expert with three years of experience and a passion for driving organic search traffic and improving website performance. Skilled in conducting extensive keyword research, developing successful link building strategies, and analyzing competitor SEO tactics. Proven track record of increasing website traffic through optimized content, meta tags, and titles.

### WORK EXPERIENCE

#### Senior associate

08/2021 - Present

Viacon Marketing & Technologies Pvt. Ltd.

- Optimized website content for SEO, resulting in a 20% increase in organic search traffic and improved search engine rankings.
- Developed and implemented a successful link building strategy, resulting in a 15% increase in domain authority and improved search engine rankings.
- Monitored and analyzed competitor SEO strategies, identifying key opportunities for improvement and implementing changes that resulted increase in website traffic.

#### Internship

06/2021 - 08/2021

Tutopia Private Limited

- Monitor and respond to comments, messages, and mentions on social media platforms such as Facebook, Twitter, Instagram, and LinkedIn to engage with followers and build relationships.
- Use social media analytics tools to track and analyze engagement, reach, and other metrics to inform future content and strategy.

## SKILLS & COMPETENCIES

- Keyword research and analysis
- Link building strategy development
- Competitor SEO analysis
- Website content optimization
- Meta tag, title, and description optimization
- SEO strategy development and implementation
- Website traffic and performance analysis
- Industry trend research and analysis
- Search engine algorithm monitoring and analysis
- Troubleshooting SEO issues
- User engagement improvement
- Search engine ranking improvement
- On-page and off-page SEO techniques
- Technical SEO
- Google My Business
- Local SEO
- Google Analytics and Google Search Console proficiency
- Basic HTML knowledge
- Strong communication and collaboration skills
- Time management and prioritization abilities

## COURSES / CERTIFICATIONS

<b>Google Analytics Individual Qualification (GAIQ)</b> Google	08/2021
<b>Digital Marketing</b> TECH Mahindra Smart Foundation	08/2020

## EDUCATION

<b>B.A Psychology(H)</b> West Bengal State University	2020
<b>H.S</b> West Bengal Council of Higher Secondary Education	2017
<b>M.P</b> West Bengal Board of Secondary Education	2015

## PERSONAL PROFILE

**DOB :** 08-01-1999    **Gender :** Female    **Nationality :** Indian

**Languages Knows :** English, Bengali, Hindi

**Hobbies :** Cooking, Handmade Jewellery Making, Listening to Music