



# Rini Ghosh

Freelance SEO and Website  
Testing Specialist

## PROFILE SUMMARY

Results-driven freelance professional with 4 years' experience in SEO optimization, website testing, and digital strategy. Proven ability to triple client business growth through data-driven SEO strategies and rigorous testing. Adept at collaborating with clients to achieve measurable, sustainable results.

## EDUCATION

- 2002 B.Tech/B.E.  
**Bankura Unnayani Institute of Engineering, Bankura**
- 1997 XIIth  
**English**
- 1995 Xth  
**English**

## WORK EXPERIENCE

- Jan 2020 - Present  
**Freelance SEO and Website Testing Specialist**  
**self employed**  
Developed and implemented SEO strategies for 15+ clients across diverse industries, achieving an average 3x increase in organic traffic and revenue. Conducted comprehensive website testing (functionality, usability, performance) for 20+ websites, ensuring optimal user experience and retention. Leveraged Google Analytics and Search Console to track KPIs, generating actionable insights that resulted in a 30% increase in conversion rates. Optimized blog content through strategic keyword integration, doubling average time-on-page. Improved site architecture, enhanced page load speeds by 50%, and resolved over 200 technical SEO issues using Screaming Frog and Ahrefs.
- Jun 2018 - Dec 2019  
**Digital Marketing Consultant (Freelance)**  
**Multiple**  
\* Collaborated with SMEs to develop SEO strategies aligned with business goals, resulting in up to a 250% increase in website traffic. \* Improved click-through rates (CTR) by an average of 18% through A/B testing and optimization of landing pages. \* Identified growth opportunities through market research and competitive analysis. \* Enhanced keyword rankings for over 50 target phrases by auditing and optimizing existing content.
- Jul 2014 - May 2018  
**Software Testing Engineer**  
**SuperNova Software Solutions Pvt Ltd**  
During this period, my primary tasks included developing test scenarios, creating Test Plan and test strategy documents for the client, writing Unit Test Scripts and completing unit test cases,

## PERSONAL INFORMATION

- ✉ Email  
lipsaahuja2@gmail.com
- 📞 Mobile  
(+91) 8420481577
- 📅 Total work experience  
5 Years 0 Month
- 🌐 Social Link  
<https://dmreeneeinfo.blogspot.com>

## KEY SKILLS

- Manual Testing
- Automation Testing
- Cobol
- JCL
- DB2
- HP QTP
- Servicenow It Service Management
- Digital Marketing
- SEO
- Javascript
- Google Analytics
- Webmaster Tools
- Search Engine Optimization
- Link Building
- Core Java
- Content Writing

Web Content Writing

## OTHER PERSONAL DETAILS

City Kolkata

Country INDIA

## LANGUAGES

- English
- Hindi
- Bengali
- Spanish
- Italian

creating System Test Scripts and finishing System test cases, and producing System Integration Test Scripts while completing SIT cases. I also utilized automation testing to streamline the scenarios.

Jun 2012 - Nov 2012

Technical Support Officer

### HCL Technologies BPO Services

Technical support officer responsible for troubleshooting the technical problems of US customers of AT&T and resolving the problems of AT&T services and products. Sound knowledge of business process analysis and process rationalization. Adept in troubleshooting and providing solutions to customers facing problems with AT&T products and services. Excellent communication and leadership skills with proven abilities in resolving complex AT&T product and service

Aug 2007 - Feb 2008

Lecturer

### Graphic Era

Lecturer in the department of computer science & engineering for the final year students. Responsible for the e-commerce class and the corresponding labs.

Oct 2003 - Jan 2004

Project Trainee

### Datacore Technologies

Project trainee for the hospital management software of a reputed hospital. Responsible for coding the programs and debugging any errors in the software.

## INTERNSHIP

426 Days

Future Soft Man management Pvt Ltd

## Projects

365 Days

### Local SEO for Small Businesses

Ranked 10+ local businesses in Google's Local Pack using tailored strategies, boosting local inquiries by 400%.

731 Days

### E-commerce SEO Overhaul

Achieved a 300% increase in organic traffic for an online fashion retailer in 12 months through product page revamps, meta description optimization, and structured data implementation. Improved site speed by 40%, reducing bounce rates and enhancing mobile user retention.

548 Days

### Website QA for a SaaS Platform

Resolved critical usability and functionality issues during pre-launch testing, ensuring a successful product debut.

365 Days

### Online Shopping System

Domain: E-Commerce Subdomain: B2C (Business to Customer)  
Project Name: Online Shopping System URL: Admin Interface:  
http://www.gcrit.com/build3/admin User: Administrator User ID:  
admin Password: admin@123 User Interface:  
http://www.gcrit.com/build3 User Types: Guest User, Registered

User Environment: LAMP (Linux, Apache, MySQL, PHP) UI  
Design: HTML and JavaScript Actors: - Portal Owner: Provides a business gateway between vendors and customers. - Vendors: Post and sell products, track orders, and generate reports. - Guest Users: Access the user interface for product information. - Registered Users: Access product information and make purchases. - Administrator: Manage vendors, categories, and products; generate reports. - Financial Service Provider: PayPal  
Admin Interface Features: - Log in to Admin Interface - Add/Edit/Delete Categories - Add/Edit/Delete Products

334 Days

### ATM Screen Of A Bank using CICS

Description: This system aims to create a paperless Simplified Banking System that automates the processes of opening, operating, and closing accounts, and generates a report on the 1st of every month. Software: Mainframe Emulator Software is required (such as Extra, Exceed, and Mocha). Network: Access to the Infy Mainframe with the CICS region is provided by CCD, along with a user ID and password. Performance Requirements: The Simplified Banking System application must respond with minimal delay, with a maximum response time of approximately 5 seconds.

92 Days

### Hospital Management System

Developing and debugging software using VB, Oracle 8i, and SQL.

## COURSES & CERTIFICATIONS

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- Software Testing (Valid upto July 2015)
- Advanced Content and Social Tactics to Optimize SEO (Valid upto May 2020)
- SAP ABAP (Valid upto May 2007)
- Mainframe Technologies (Valid upto January 2012)
- ServiceNow Administration
- Digital Marketing (Valid upto May 2022)
- Scrum Alliance Certified Scrum Master