

Rachna Thakur

Profile

I am an enthusiastic ICT professional with tremendous experience in various technologies such as Website Designing, Online Marketing, search engine optimisation (SEO) and Magento CMS, eBay Listing, Amazon Listing, Google Shopping Ext. & Google Adwords, Google Shopping, PLA. I have assisted various organisations increasing website traffic and improving their sales by implementing SEO Techniques, eCommerce, link building, and social media marketing and online sales strategies.

I have been successful in increasing sales for various organisations and can play a pivotal role in developing new websites and online marketing strategies. I am looking for a long term challenging opportunity that demands my skills and at the same time ensures career development.

Experience

SEO Consultant, JS Management & IT Consultancy

2013 to Present

At present working for clients such as *Carpet flooring, SEO Agency, One Stop Pharmacy, BAE Systems* undertaking following responsibilities.

- Working directly with client Remotely and on site
- Keyword & competitor Research on Google, eBay & Amazon.
- On-Page and off Page SEO & SMM, Online Marketing
- Develop new marketing ideas to promote product and website.
- Bing, Google Shopping, Google Adwords Campaign
- On-Page SEO for e-Commerce product pages
- Monthly SEO/PPC Report using Google Analytics, Statcounter.
- Amazon & eBay Product Listing
- Amazon product listing, Search Engine Friendly.
- Email marketing, Link Building campaigns

SEO Manager, Kandeshop Ltd, Birmingham

2009 - 2013

- Manage teams and provide training in Webmaster tool, Link Building & Social Media marketing to various internal and external teams.
- Development and maintenance of clients Website along with implementation of SEO Techniques (On-page Optimisation & Off-page SEO), Link Building Techniques, and Social Media Marketing strategies
- Procurement of Domain, Set Name Servers, Create Hosting plan, Wordpress Installation.
- Zoho products for CRM, Form, Project, & Lead Management.
- Manage Google Adword campaigns & identify additional SEO opportunities for clients, and up-sell additional services where appropriate.
- Regularly monitoring campaign performance, analysing and interpreting data, drawing conclusions, and making recommendations to ensure that our strategies are continually working to deliver the required results.
- Ensuring that the clients receive regular reports and updates regarding the progress of online campaigns, through weekly or monthly reports, meetings (face-to-face and online) and presentations.
- Develop plan with copywriters and content writer to optimise website content and landing pages for Search Engine Optimisation.
- Design and carry out market research and competitor analysis along with Key phrase analysis and benchmarking
- Development of status reports for websites from webmaster tools, Google Analytics.
- Sound understanding of PHP Title tags, Categories tags in Wordpress. Skilled in using categories, subcategories and other tags for SEO.

«First» «Last»

Website Analyst, Citizen Media, Instablogs

May 2008 - August 2008

- Directory Submission and Lead Generation, Link building, Blog commenting.
- Internet Marketing and Blogs Article management
- Make strategies with the content writer to optimise website content, article and landing pages for Search Engine Optimisation.

SEO Executive, Pagetraffic.com

January 2007 - March 2008

- Website Analysis Report
- Directory Submission, Link building
- Competitor Analysis, Researching keywords
- HTML, Photoshop

SEO Analyst, Sochtek.com

Sep 2006 - Dec 2007

- Web Designing (HTML, FrontPage), Developing designs using Photoshop
- Directory Submission, Link building, Competitor Analysis, Researching keywords
- Creating and uploading SEO pages to a live site via a CMS or HTML, FTP
- Developing unique and targeted content on specific topics for social media updates
- Providing competitor and gap analysis and identifying potential high value links
- Attaining relevant, quality links, including the use of blogs, forums, directories and other social media and travel related sites
- Participate in SEO Meets and conferences.

Education

- Degree - Bachelor of Computer Applications, (BCA) 2010 Sikkim Manipal University – India
- Vocational Studies in Computer Science, 2003

Skills

- Adobe Photoshop, Dreamweaver, Firework
- Photography, Video Editing
- Search Engine Optimisation, Social Media, Online Marketing
- Google Adwords, Webmaster Tools & Analytic.
- e-Commerce Magento, Wordpress, HTML, CSS.
- Zoho CRM, Zoho Creator.
- Ebay Amazon Listing

Reference

Available on request