

Akshata Wale

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WORK EXPERIENCE

SEO Executive
Ozanera Private Limited
August 2021 to Present

Sales and Marketing Executive
Relation Group
October 2019 to July 2021

EDUCATIONAL BACKGROUND

Savitribai Phule University, Pune
MM's Institution of Education Research &
Traning, Pune

PG - MBA (Marketing)
2018-2020

Swami Ramanand Tirtha Nanded University
UG - Bachelor in Computer Science

SKILLS

- SEO
- Social Media Marketing
- Graphics - Canva
- Google Analytics
- Google Search Console
- Aherf
- Ubersuggest
- SEMrush

PROFESSIONAL SUMMARY

Secure a responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the success of the company.

JOB RESPONSIBILITIES:

- Develop optimization strategies that increase the company's search engine results rankings
 - Monitor daily performance metrics to understand SEO strategy performance with the help of tools.
 - Collaborate with content writer & Graphic Designer as per requirement.
 - Off page submissions like Social bookmarking, blog posting, etc.
 - Update content and website links for maximum optimization and search engine rankings.
 - Quality Back-linking
 - Promote company's products & services on social media platform like Facebook, LinkedIn, Twitter, Instagram.
 - Knowledge about Social Media Paid Campaign
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