



SUMMARY

SEO and Digital Marketing professional with hands-on experience in on-page and off-page SEO, link building, keyword research, and competitor analysis. Skilled in improving organic search visibility and website performance using tools like Google Analytics, Google Search Console, SEMrush, and Ahrefs. Proven ability to drive traffic growth, optimize content, and enhance domain authority through data-driven strategies and technical SEO expertise.

EDUCATION

Fanshawe College

Digital Communications Management
2025 – 2026
GPA: Currently Pursuing

Conestoga College

Computer Applications Development
2024 – 2025
GPA: 3.63

KSV University,

Bachelor of Computer Application
2018 – 2021
GPA: First Class

SKILLS

- Technical Skills:
 - PHP, HTML, CSS, JavaScript, C#
 - WordPress Development
 - MySQL, MongoDB
 - Website Optimization
- SEO & Digital Marketing Skills:
 - On-Page SEO & Off-Page SEO
 - Technical SEO
 - Keyword Research & Analysis
 - Competitor Analysis
 - Link Building (Guest Posting, Outreach)
 - Local SEO Optimization
 - Content Strategy & Optimization
 - SERP Performance Tracking

PROFESSIONAL EXPERIENCE

General Merchandise Associate

Walmart | Oct 2025 - Present

- Maintained sales floor presentation by stocking shelves, organizing merchandise, and ensuring accurate product placement according to planograms.
- Assisted customers with product inquiries, location guidance, and purchase decisions to enhance overall shopping experience.
- Monitored inventory levels, performed stock replenishment, and supported backroom organization to maintain operational efficiency.
- Processed price changes, markdowns, and promotional signage in compliance with company policies.
- Operated POS systems and handled transactions accurately when required.
- Ensured compliance with store safety standards and loss prevention procedures.

Production Associate - Summer Student

NorthStar Windows and Doors | June 2025 – August 2025

- Assembled and fabricated windows according to quality standards and specifications.
- Operated hand tools, power tools, and machinery safely to prepare and fit materials.
- Inspected finished products to ensure accuracy, durability, and compliance with customer orders.
- Maintained a clean, organized, and safe work environment while meeting production targets.

- Analytics & Tools:

- Google Analytics (GA4)
- Google Search Console
- SEMrush
- Ahrefs
- Google Keyword Planner
- Google Trends

- Design & Content Tools:

- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Figma

- Marketing & Other Skills:

- Data-Driven Marketing Strategy
- Social Media Marketing
- Microsoft Office Suite
- Performance Tracking & Reporting

CERTIFICATIONS

- Google & Analytics Certifications:

- Google Analytics Certification (GA4) – Skillshop
- Google Analytics 4 (GA4) Essential Training – LinkedIn
- AI for Google Analytics – LinkedIn
- Google Ads Measurement – Skillshop

- Google Ads Certifications (Skillshop):
Search, Display, Video, Apps, Creative, AI-Powered Performance Ads, AI-Powered Shopping Ads, Grow Offline Sales

- Digital Marketing Foundations:

- Fundamentals of Digital Marketing – Google Digital Academy (Skillshop)

- SEO & Marketing Tools Certifications:

- Social Media Marketing – Hootsuite Academy
- Social Listening with Hootsuite – Hootsuite Academy
- How to Use Hootsuite – Hootsuite Academy

- Professional Development:

- Leadership Foundations – LinkedIn Learning
- Conflict Resolution for Beginners – LinkedIn Learning

SEO Executive

Logicode Inc. | Nov 2022 – Feb 2023

- Executed link-building strategies including guest posting and outreach.
- Conducted competitor analysis to identify SEO opportunities and trends.
- Collaborated on content strategies to align with business goals.
- Increased domain authority and improved organic traffic performance.

SEO Executive

MediaNV Pvt. Ltd. | Apr 2021 – Jul 2022

- Conducted on-site and off-site SEO audits using Google Analytics & Search Console.
- Created optimized content and supported blog development.
- Managed online business profiles on Google, Bing, and Apple platforms.
- Improved local SEO visibility and user engagement.