Cover Letter

Dear Sir/Madam,

I am attaching this resume to apply for SEO Specialist profile in your company and anticipating that you would find me eligible to be a part of your organization.

As a dedicated professional, I set high standards for both myself and my clients with great deliberation. I am someone who will not settle for second best and my thirst is never quenched until a website is ranking at the top of the Search Engine and is bringing in loyal customers.

In my current job profile, I have tried and tested methods to consistently deliver improvements in rankings and traffic. I have built up a track record of getting clients to where they want to be. My success basically depends on my desire to test and develop new techniques.

As you can see from the attached Resume I am also an expert at building quality, natural backlinks to a website. In addition to this, I have intense knowledge of using well-researched methods and tactics like keyword analysis, competitor research and off/on-page optimization.

Currently, I am seeking a first-class opportunity to join a leading digital marketing company like yours that has a merit-based promotion structure I could progress through.

It would be my pleasure to have an opportunity to meet you on online medium to discuss this matter further.

Please feel free to contact me anytime to arrange a meeting at your convenience.

Yours sincerely,

Darshpreet Kaur

Darshpreet Kaur

***SEO Specialist***

**Phone:** +918968331866

**Email:** [dkpp.57@gmail.com](mailto:dkpp.57@gmail.com)

# **Address:** | VPO. Silon Khurd, Ludhiana Punjab (INDIA), 141206

**Date of Birth:** 1991-08-31

**Website:** <https://www.darshpanaich.com/>

**LinkedIn:** <https://www.linkedin.com/in/darshpreet-kaur-605109281/>

Senior-level marketing professional with over 6 years of experience creating and implementing successful Search Engine Optimization campaigns across diverse industries all around the world. Extensive work in Business to Business and Business to Customer realms. Excellent communication and management skills contribute to organized and successful projects. I keep myself up-to-date with latest SEO trends.

**SKILLS**

Leadership | Analytics | Digital Marketing | Cascading Style Sheets (CSS) | Research | Microsoft Excel | HyperText Markup Language (HTML) | link building | Internet Research | Search Engine Optimization | Teamwork | Communication

| Google Analytics | Collaboration | Time Management | Adaptability | Marketing | Social Media Optimization | Management | Writing | Social Media | E-Commerce | Problem Solving | Google Keyword Planner | Link Building | Heading (Metalworking) | SEMrush (Software) | Keyword Research | Extensible Markup Language (XML) | Creativity | Article (Publishing) | Typing

**EMPLOYMENT HISTORY**

**Sr. SEO Executive | Ebuilders Infotech, Ludhiana, Punjab Aug 2023 - Oct 2023**

Managed extensive SEO, Specialized in eCommerce and local projects, developed and implemented content strategies, client's documentation creation &reporting, onpage, offpage

**SEO Executive | Quice Digital, Ludhiana, Punjab Dec 2022 - Aug 2023**

Build and managed extensive SEO, Specialized in eCommerce and affiliated projects, developed and implemented content strategies, client's documentation creation &reporting.

**SEO Team Lead | UP2MARK Technologies Pvt. Ltd., Ludhiana, Punjab May 2018 - Jun 2021**

Build and managed extensive SEO, Specialized in eCommerce and affiliated projects, developed and implemented content strategies, client's documentation creation &reporting.

**Senior SEO Executive | Logix Tree Networks, Ludhiana, Punjab May 2017 - Apr 2018**

Ensured all SEO work including On Page and Off Page work, worked with the development team to ensure SEO best practices are properly implemented, competitor and keyword analysis, strategic link building, worked closely with Content Writing and Content MarketingTeam.

**Junior SEO Executive | Logix Tree Networks, Ludhiana, Punjab May 2016 - Apr 2017**

Performed SEO tasks including On Page and Off Page work, competitor and keyword analysis, strategic link building, content writing.

**EDUCATION**

Master of Computer Applications | Punjab Technical University, Jalandhar Punjab

**Jan 2015**

Bachelor of Computer Applications | Panjab University, Chandigarh Punjab

**Jan 2012**

**WEBSITES & SOCIAL LINKS**

<https://www.darshpanaich.com/>| <https://www.linkedin.com/in/darshpreet-kaur-605109281/>

**EXPERTISE**

* Audits
* E-Commerce SEO
* Local SEO
* Technical SEO
* Structured Data
* Social Media Optimization
* Content Writing
* International SEO
* Client’s Documentation Creation & Reporting
* Website Remediation
* Strategic Backlinks Implementation
* Website Improvement Recommendation
* Keyword Research
* Analytical & Problem Solving Mindset
* Familiar with HTML/CSS
* Conversion Optimization
* Basic Knowledge of Programming Languages
* Hands on Experience with notable Marketing Tools

**PROJECTS**

Relevant Experience Major projects include international eCommerce websites and non-English affiliated websites, local companies Projects I worked on

**Project URL**

<https://otttrucking.com/>

https://[www.diebestengutscheine.de/](http://www.diebestengutscheine.de/)

https:// [www.grabatt.de/](http://www.grabatt.de/)

<https://awsmortgages.co.uk/>

<https://ukeuniverse.co.uk/>

<https://dealsammler.de/>

https:// [www.relationreminder.se/](http://www.relationreminder.se/)

https://[www.reductiondiscount.fr/](http://www.reductiondiscount.fr/)

https://[www.beverlyhillshr.com/](http://www.beverlyhillshr.com/)

**Projects Detail:-**

**SEO On-page & SEO off-page optimization –**

* On-Page Optimization (Title, Description & H1 Tag Creation, Content Optimization, alt tag optimization, xml sitemap creation, robot.txt creation)
* Google Analytics Setup, analyze, monitor and reporting
* Google Webmaster(Search Console) Setup analyze, monitor and reporting
* Off-Page Optimization (PPT Submission, Article submission, Blog Posting, Classified Submission, guest posting)

**LANGUAGES**

English | Hindi | Punjabi

**TECHNICAL SKILLS**

* Website Research (Responsive Check, URL Structure, Content Optimization, Heading Tag Check)
* Keyword Research Using Google Keyword Planner Tool, Semrush, SEranking & more
* On-Page Optimization (Title, Description & H1 Tag Creation, Content Optimization, alt tag optimization, xml sitemap creation, robot.txt creation)
* Google Analytics Setup, analyze, monitor and reporting
* Google Webmaster(Search Console) Setup analyze, monitor and reporting
* Off-Page Optimization (PPT Submission, Article submission, Blog Posting, Classified Submission, guest posting)

**PROJECTS**

<https://coursera.org/share/5b5797142fedc69ee07406cc02b468b6>

<https://coursera.org/share/7b13fc327287bf3386967cc9f774d00a>