



UZMA HASSAN

SEO EXECUTIVE

CONTACT

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SKILLS

- SEO
- AEO
- GA4
- GSC
- Google Keyword Planner
- ChatGPT
- Semrush
- Competition Research

LANGUAGES

- English (Fluent)
- Hindi (Fluent)



PROFILE

SEO Specialist with experience in developing data-driven SEO and AEO strategies to improve organic rankings and website visibility. Skilled in keyword research, on-page optimization, technical SEO audits, and link-building strategies. Proficient in using tools like Google Search Console, Analytics, and SEO platforms to drive traffic growth and improve search performance.



WORK EXPERIENCE

Growvilo 2023 - PRESENT
Search Engine Optimization Executive

- Develop and execute SEO strategies to improve organic search rankings and increase website traffic.
- Conduct comprehensive keyword research and analysis to identify growth opportunities.
- Optimize on-page elements such as meta tags, URLs, headers, and internal linking.
- Perform technical SEO audits and implement fixes to improve website performance and health.
- Develop and implement off-page SEO strategies, including link-building campaigns and outreach. Monitor and analyze website performance using tools like Google Analytics, Google Search Console, and SEMrush.
- Track SEO metrics such as traffic, rankings, and conversion rates, providing regular reports and actionable insights.
- Collaborate with content creators to develop engaging, SEO-optimized content that aligns with target keywords and audience needs.
- Stay updated with the latest SEO trends, algorithm updates, and best practices.
- Conduct competitor analysis to benchmark performance and identify opportunities for improvement.
- Assist with local SEO strategies, including optimizing Google My Business profiles and building citations.



EDUCATION

Master of Business Administration 2022 - 2023
Islamia College of Science and Commerce, Srinagar
Grade : 8.01

Bachelor of Business Management 2016- 2019
Delhi Public School, Srinagar
Grade : 7.3