

Saumya Gandhi

Digital Marketing & SEO Specialist

📍 India (Open to Remote Roles Worldwide)

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📞 +91 81609 54572

🌐 saumyagandhi

Skills

SEO Skills: On-Page SEO, Off-Page SEO, Technical SEO, Keyword Research, Backlink Strategy, SEO Audits, Competitor Analysis, Google Business Profile Optimization

Digital Marketing Skills: Social Media Management, Content Strategy, Blog Optimization, Google Ads Copywriting, Campaign Planning, Email Marketing Basics

Core Skills: Clear Communication, Patience & Calm Problem-Solving, Time Management, Team Coordination, Client Handling

Tools: Google Analytics (GA4), Google Search Console, SEMrush, Ahrefs, Ubersuggest, RankMath, WordPress, Screaming Frog, Canva, Google Sheets

Reporting & Workflow Skills: SEO Reporting, Looker Studio (Google Data Studio), Monthly/Weekly Insights, Performance Dashboards, Trello, ClickUp, Project Coordination & Task Tracking

Education

Master of Digital Marketing
DSA | 2022

Master of Computer Application
GTU (Gujarat) | 2019

Bachelors of Computer Application
GTU (Gujarat) | 2017

Class XII
GS&HSEB (Gujarat) | 2014

Class X
GS&HSEB (Gujarat) | 2012

Summary

- SEO & Digital Marketing Specialist with 4+ years of experience improving on-line visibility and search rankings.
- Proven success in boosting organic traffic up to 40% through keyword strategy, content optimization & backlink campaigns.
- Skilled in Google Analytics, Search Console, SEMrush, Ahrefs, RankMath & website management (WordPress/Odoo).
- Strong communication & coordination skills with experience handling clients, reporting & cross-functional teams.
- Organized, analytical and ROI-focused improving keyword positions and driving measurable business growth.
- Calm, patient, and intuitive problem-solver delivering quality results under deadlines.

Work Experience

Betatest Solution Pvt.Ltd

Bengaluru, Remote

SEO Analyst

Sep'25-Till Date

- Conducted complete SEO site audits and resolved 40+ technical issues, improving site health score from 65% to 95%.
- Built and executed backlink strategies, securing 30+ quality backlinks that increased domain visibility by 5%.
- Developed end-to-end content strategy and created monthly content calendars improving publishing consistency by 90%.
- Performed A/B testing on landing pages, enhancing user engagement and click-through rate by 15–18%.
- Improved website load time and Core Web Vitals, resulting in a 20% boost in overall page performance.
- Executed on-page optimization, including metadata, internal linking, schema, and content refinement.
- Regularly monitored performance using GA4, Search Console, and SEMrush, identifying growth opportunities.
- Managed disavow process, removing 100+ toxic backlinks to protect domain authority.
- Coordinated with the design and content teams to ensure timely delivery of creatives and optimized pages.

Freelance Digital Marketer |
Digital & SEO Consultant

Remote
Feb'25-Sep'25

- Performed SEO audits and resolved ranking issues for multiple small business websites.
- Built backlink profiles using blogs, Web 2.0, and local citations.
- Managed Google Business Profiles and improved local search visibility.
- Delivered content optimization and keyword strategies for blogs and service pages.

Silent Infotech Pvt. Ltd

Ahmedabad

SEO Analyst

Jul'23-Sep'24

- Increased organic traffic by 35% through strategic keyword optimization and content updates.
- Improved rankings for 20+ high-priority keywords within six months.
- Conducted competitive analysis, boosting engagement by 10%.
- Secured 50+ high-authority backlinks through custom link-building campaigns.
- Managed blogs and landing pages in WordPress and Odoo.
- Monitored and analyzed SEO performance using analytics tools; improved top keyword rankings by 40%.
- Generated new content ideas and optimized existing content for SEO.

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Experience

Vispan Solutions Pvt. Ltd
SEO Executive

Rajkot
Jan'22-Apr'23

- Performed comprehensive on-page SEO audits and keyword research.
- Executed off-page SEO tasks including toxic link removal and GMB optimization.
- Managed YouTube SEO and blog content creation.
- Tracked performance via Google Analytics and Search Console.
- Managed Google Ads campaigns and SEO projects using ClickUp.
- Led client communications, internal coordination, and timely project updates.

Aelius Technologies
Project Coordinator

Rajkot
Apr'19 - Jun'21

- Coordinated PHP Android projects, ensuring on-time delivery through client communication team alignment.