

Background Verification Form

Company name: Betatest Solutions Private Limited

Purpose of Application: NORMAL BGV(EMPLOYMENT)

Applicant's CV

Saumya Gandhi

Digital Marketing & SEO Specialist

- India (Open to Remote Roles Worldwide)
- gandhi.saujanya.s@gmail.com
- +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

SEO Analyst

- 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

- Performed SEO audits and resolved ranking issues for multiple small business websites.
- Managed Google Business Profiles and improved local search visibility.
- Delivered content optimization and keyword strategies for blogs and service pages.

Silent Infotech Pvt. Ltd

SEO Analyst

- 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.

Bengaluru, Remote

Sep'25-Till Date

Remote

Feb'25-Sep'25

Ahmedabad

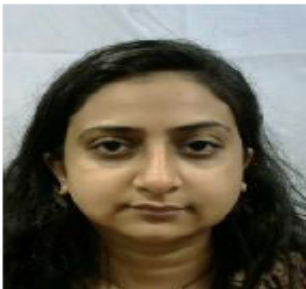
Jul'23-Sep'24

Govt ID #1



भारत सरकार

Government of India



गंधी सौम्य शरीपाल
Gandhi Saumya Shripal
जन्म तारीख/DOB: 18/01/1996
स्त्री/ FEMALE

Issue Date: 13/10/2013

XXXX XXXX 4966

VID : 9166 4011 6737 0325

माओ आधार, माओ ओलख

Personal Information

Full Name	Gandhi Saumya Shripal;
Former Name / Maiden Name	N/A
Mobile Number	8160954572
Father's Name	Rajeshbhai Shah
Spouse's Name	N/A
Date of Birth	18-01-1996
Age	29 years 10 months
Gender	female
Alternative Mobile Number	9427221942
Aadhar Card Number	N/A
Aadhar Card Number	N/A
Pan Card Number	N/A
Nationality	Indian
Marital Status	Married

Permanent Address

House no	602, Sadguru Complex
Street	N/A
District	N/A
City	Rajkot
State	GJ
Pincode	360001

Current Address	
House no	A 902, Shivalay Sattva
Street	N/A
District	N/A
City	Ahmedabad
State	GJ
Pincode	380059

EX EMPLOYMENT 2

I haven't done my EX-EMPLOYMENT-2	
Name of the Employer:	MSM Unify Pvt. Ltd
Job Location:	Remote
Employee ID:	MSMI-01567
Designation:	SEO Executive
UAN Number:	
From Date:	12-12-2024
To Date:	27-02-2025
Name of the Reporting Manager:	Amit Kumar
Manager's Contact No:	
Manager's Contact Email:	
Reasons for leaving:	I left MSM Unify to explore better opportunities aligned with my long-term career growth in digital marketing.
HR Name:	
HR Contact No:	
HR Email ID:	devina.nair@msmunify.com
Last Salary Drawn:	40000
Position Type:	SEO Executive
Agency Details:	
Resignation Acceptance	
Relieving Letter	1
Latest 3 months pay slip	1
I haven't done my EX-EMPLOYMENT-2	
Name of the Employer:	MSM Unify Pvt. Ltd
Job Location:	Remote
Employee ID:	MSMI-01567
Designation:	SEO Executive
UAN Number:	
From Date:	12-12-2024
To Date:	27-02-2025

EX EMPLOYMENT 2

Name of the Reporting Manager:	Amit Kumar
Manager's Contact No:	
Manager's Contact Email:	
Reasons for leaving:	I left MSM Unify to explore better opportunities aligned with my long-term career growth in digital marketing.
HR Name:	
HR Contact No:	
HR Email ID:	devina.nair@msmunify.com
Last Salary Drawn:	40000
Position Type:	SEO Executive
Agency Details:	
Resignation Acceptance	
Relieving Letter	1
Latest 3 months pay slip	1

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POST GRADUATION

I haven't done my Post Graduation	
College Name:	Atmiya University
College Location:	Rajkot
University Name:	GTU
Major / Specialisation	Computer Studies
Course / Qualification:	MCA
Part Time/ Full Time:	full_time
Roll Number / Register Number:	175023693090
From (Approx):	01-04-2019
To (Approx):	
Current State:	completed
Marksheet	0
Provisional Certificate / Diploma / Other Certificates	
Degree Certificate	1
I haven't done my Post Graduation	
College Name:	Atmiya University
College Location:	Rajkot
University Name:	GTU
Major / Specialisation	Computer Studies
Course / Qualification:	MCA
Part Time/ Full Time:	full_time
Roll Number / Register Number:	175023693090
From (Approx):	01-04-2019
To (Approx):	
Current State:	completed
Marksheet	0
Provisional Certificate / Diploma / Other Certificates	
Degree Certificate	1

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GRADUATION

I haven't done my Graduation	
College Name:	Virani Sc., yogiji Arts & Commerce College, Rajkot
College Location:	Rajkot
University Name:	SU
Major / Specialisation	Computer Studies
Course / Qualification:	BCA
Part Time/ Full Time:	full_time
Roll Number / Register Number:	52 2813
From:	01-04-2017
To:	
Marksheet	
Provisional Certificate / Diploma / Other Certificates	
Degree Certificate	1
I haven't done my Graduation	
College Name:	Virani Sc., yogiji Arts & Commerce College, Rajkot
College Location:	Rajkot
University Name:	SU
Major / Specialisation	Computer Studies
Course / Qualification:	BCA
Part Time/ Full Time:	full_time
Roll Number / Register Number:	52 2813
From:	01-04-2017
To:	
Marksheet	
Provisional Certificate / Diploma / Other Certificates	
Degree Certificate	1

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Declaration & Authorization

I hereby authorize GoldQuest Global HR Services Pvt Ltd and its representative to verify information provided in my application for employment and this employee background verification form, and to conduct enquiries as may be necessary, at the company's discretion. I authorize all persons who may have information relevant to this enquiry to disclose it to GoldQuest Global HR Services Pvt Ltd or its representative. I release all persons from liability on account of such disclosure.

I confirm that the above information is correct to the best of my knowledge. I agree that in the event of my obtaining employment, my probationary appointment, confirmation as well as continued employment in the services of the company are subject to clearance of medical test and background verification check done by the company.

Gandhi Saumya Shripal		24-11-2025
Full name of the candidate	Signature	Date of form filled

Documents (Mandatory)

Education	Employment	Government ID / Address Proof
Photocopy of degree certificate and final mark sheet of all examinations.	Photocopy of relieving / experience letter for each employer mentioned in the form.	Aadhaar Card / Bank Passbook / Passport Copy / Driving License / Voter ID.

NOTE: If you experience any issues or difficulties with submitting the form, please take screenshots of all pages, including attachments and error messages, and email them to onboarding@goldquestglobal.in. Additionally, you can reach out to us at onboarding@goldquestglobal.in.