

# 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.saumya.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 Marketing, Content Marketing, SEO Optimization, Google Ads Copywriting, Campaign Planning, Email Marketing Basics

Communication 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, Backlink Audit (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 online 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.
- Utilized analytical & data-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 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 calendar, increasing publishing consistency by 90%.
- Performed A/B testing on landing pages, enhancing user engagement and click-through rate by 5-18%.
- 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.
- Collaborated with the design and content teams to ensure timely delivery of creative and optimized pages.

Freelance Digital Marketer |

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.
- Optimized content optimization and keyword strategies for blogs and service pages.

Silent Infotech Pvt. Ltd

Ahmedabad 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.
- Generated 50+ high-authority backlinks through custom link-building campaigns.
- Maintained 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.

## Govt ID #1



ભારત સરકાર

Government of India



Issue Date: 13/10/2013



ગાંધી સૌમ્ય શ્રીપાલ

Gandhi Saumya Shripal

જન્મ તારીખ/DOB: 18/01/1996

સ્ત્રી/ FEMALE

XXXX XXXX 4966

VID : 9166 4011 6737 0325

મારો આધાર, મારી ઓળખ

## 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  |

[Click to open the file](#)

## 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                 |

[Click to open the file](#)

## GRADUATION

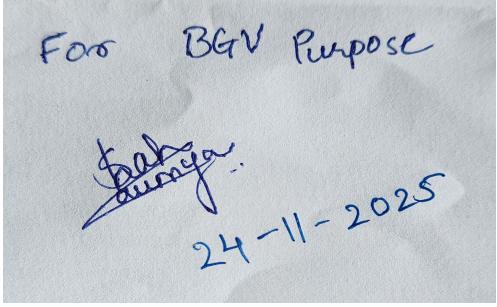
|  |  |
|--|--|
| I haven't done my Graduation                           |  |
| College Name:  | Virani Sc., yogiji Arts & Commerce College, Rajkot |
| College Location:                                      | Rajkot   |
| University Name:                                       | SU   |
| Major / Specialisation                                 | 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  |

[Click to open the file](#)

## 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      | <br>For BGV Purpose<br>Gandhi Saumya<br>24-11-2025 | 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](mailto:onboarding@goldquestglobal.in). Additionally, you can reach out to us at [onboarding@goldquestglobal.in](mailto:onboarding@goldquestglobal.in).