



ASHWINI PAWNIKAR

SEO CONSULTANT

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ALL ABOUT ME

Google Partner, Self Motivated, Multi-disciplinary, Hard Working and Result oriented digital marketing executive with 8+ years of progressive experience.

Experience of working on 200+ the website from different niches and locations and providing remarkable results in each case.

OBJECTIVE

Looking for a remote job in an SEO company to explore new work objectives and achieve the set targets.

EDUCATION

Diploma in Electronics and Telecommunication

RGPV University

2007 - 2010

Work Experience

Jan 2019- PRESENT

Freelancer (All India 2019 – Present)

SEO CONSULTANT

- Plan, develop and implement SEO strategy
- Work towards organic search optimization and ROI maximization - Identify key SEO KPIs
- Monitor redirects, click rate, bounce rate, and other
- Good Experience with various free and paid SEO tools (SEMrush, AHREF, Screaming Frog, Ubersuggest, etc.).

AUG 2016 – NOV 2018

SEO Manager

Synthesis World | Maharashtra, India

- Form and lead the SEO and Digital Marketing team to work within house projects and the global clients to run SEO and SMO & utilize existing digital marketing channels like email marketing, SMS Marketing, and website promotion. Off-page optimization-Directory, Art

EXPERTISE

SEO Audit

On Page Optimization

Local SEO

Link Building Campaign

Content Management/Marketing

BLOGGING

Link Acquisition

INFORMATION

DOB : Feb 5, 1992

Gender : Female

Nationality : Indian

Marital Status : Married

Languages Known : English,
Hindi , Marathi

TOOLS I USE

 Google Analytics

 Google Search Console

 SEMrush

 Ahref

 Screaming Frog

 Google Keyword Planner

 SpyFu

 Canva

 SEO Quake

 Bright Local

- Off-page optimization-Directory, Article Submission, Blog Submission, Press Release Submission, Social Bookmarking, Blog Commenting, Search Engine Submission, Local and Business Listing Submission, Classified, Images Sharing, Document Submission, Forum Submission, Video Submission
- Utilized various methods of Social Media Activities to improve traffic to the websites.
- Managed daily activities with PR, press, and marketing communications agencies.

• MAR 2014 – JUNE 2016

SEO Executive

F5 Buddy | Madhya Pradesh, India

- Executed off-page techniques, for organic links.
- Prepared daily, weekly, and monthly standardized reports.
- Content Writing for Advertising on Social Media For Lead Generation.
- Video Marketing, Audio Marketing, Email Marketing Etc.

CERTIFICATIONS

 [Backlink Management Course with Greg Gifford](#)

 [SEO Principles: An Essential Guide for Beginners](#)

 [Mobile SEO Course with Greg Gifford](#)

 [Google Analytics Certification](#)

 [Google Fundamentals of Digital Marketing Certification](#)