



# Anish Soni

SEO EXECUTIVE

## CONTACT

Station Road, Ranoli,  
Sikar, Rajasthan

+91 9680268482

anishsoni012345  
@gmail.com

## CORE SKILLS



## TOOLS & TECHNOLOGIES

Google Analytics Search Console Ahrefs SEMrush Screaming Frog Keyword Planner Excel Google Sheets

# Anish Soni

SEO EXECUTIVE · DIGITAL MARKETING

## PROFESSIONAL SUMMARY

Results-driven SEO Executive with hands-on experience in Search Engine Optimization, Digital Marketing, and Website Performance Optimization. Proven ability to increase organic traffic, keyword rankings, and domain authority through data-driven strategies. Skilled in technical SEO, on-page optimization, off-page SEO, and competitor analysis — consistently delivering measurable improvements through strategic, analytical thinking and cross-functional collaboration.

## PROFESSIONAL EXPERIENCE

- SEO Executive** May 2025 - Mar 2026  
MSM Coretech Innovations · Jaipur, Rajasthan
- Performed comprehensive technical SEO audits to identify crawl errors, indexing issues, and site architecture gaps, resulting in improved crawl efficiency
  - Implemented on-page SEO best practices including optimized meta tags, structured headings, schema markup, and strategic internal linking
  - Executed off-page SEO strategies encompassing link building campaigns, backlink profile analysis, and disavow file management to strengthen domain authority
  - Conducted in-depth keyword research and competitor analysis to uncover high-value ranking opportunities and traffic growth levers
  - Monitored organic performance using Google Analytics and Google Search Console; produced regular reports with actionable insights for stakeholders
  - Collaborated closely with content and development teams to ensure seamless SEO implementation across web properties

## EDUCATION

**Bachelor of Science (BSc)** 2022 - 2024  
Sekhwati University · Sikar, Rajasthan

## COMPETENCIES

Search Engine Optimization Technical SEO On-Page SEO Off-Page SEO Keyword Research Competitor Analysis  
Content Optimization SEO Strategy Link Building Performance Tracking Conversion Rate Optimization Digital Marketing