Priyanka Das

SEO Specialist

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Personal statement

SEO specialist with 4 years of experience in technical and on-page SEO for e-commerce and agency clients. Grew organic sessions on a 1.4 lakh-page marketplace from 3.2 lakh to 7.8 lakh a month using crawl optimisation, structured data and category-page content, working daily in Search Console, GA4, Screaming Frog and Ahrefs.

Work experience

SEO Specialist · Bongo Bazaar Online Pvt Ltd, Kolkata — Jan 2024 – Present

- Grew monthly organic sessions from 3.2 lakh to 7.8 lakh in 20 months and organic revenue to about ₹2.1 crore a year.
- Fixed crawl waste on 1.4 lakh product URLs through faceted-navigation rules, canonical tags and XML sitemap cleanup, raising indexed category pages by 62%.
- Worked with developers to bring mobile LCP from 4.1 s to 2.3 s, moving 85% of URLs into the "good" Core Web Vitals band.
- Wrote content briefs for 240 category pages, taking 96 high-intent keywords into the top 5 Google positions.

SEO Executive · Saltlake Search Media, Kolkata — Jul 2022 – Dec 2023

- Handled on-page SEO, technical audits and monthly reporting for 9 clients in education, healthcare and real estate.
- Built local SEO for a 14-branch diagnostic chain, increasing Google Business Profile calls by 70% in 6 months.
- Earned 150+ relevant backlinks through digital PR and guest contributions, without paid link schemes.

Education

B.Sc. in Computer Science · Hooghly Riverside College of Science, Kolkata — 2019 – 2022

Grade: 7.9 CGPA

SKILLS

Technical SEO · Keyword research · On-page SEO · Google Search Console · GA4 · Screaming Frog · Ahrefs · Schema markup

CORE SKILLS

- SEO audits
- Content briefs
- Working with developers
- Data analysis
- Stakeholder reporting

CERTIFICATIONS

Google Analytics Certification · Google Skillshop
May 2024

LANGUAGES

English · Fluent
Bengali · Native
Hindi · Professional

MakePerfectResume.free