

PRINCE

SEO & Web Development Specialist

 +91 7633958401 |  contact@itsprince.me | www.itsprince.me

Professional Summary

I'm a **SEO & Web Development Specialist** with over two years of experience helping businesses grow online. I create **data-driven strategies** to increase organic traffic, improve conversions, and boost revenue. My expertise includes **SEO audits, WordPress and Shopify development, and running successful digital marketing campaigns**. I'm skilled in **SEO, social media marketing, and content strategy**, using tools like **SEMrush, Google Ads, and Adobe Creative Suite** to drive results.

Technical Skills

- **Web Development:** WordPress, PHP, Shopify, Wix, HTML & CSS
- **SEO & Organic Growth:** SEO Audits, Keyword Strategy, Technical SEO, Keyword Research, Competitor Analysis, Keyword Optimization
- **Digital Advertising:** Adsterra, Google Ads, Meta Ads, Search Engine Marketing
- **Content Marketing:** SEO Blogs, Email Campaigns, Content Marketing, Keyword Analysis
- **Design & Creative Tools:** Canva, Photoshop, Adobe Express
- **Analytics & Reporting:** Google Analytics, Google Search Console, KPI Reporting
- **CMS Expertise:** WordPress, Shopify, Wix
- **Tools & Platforms:** SEMrush, Ahrefs, Elementor, Yoast SEO

Professional Experience

WordPress, Shopify & SEO Specialist

Freelancer | January 2025 - Present

- Developed **SEO-optimized websites** on **WordPress and Shopify**, improving **site performance and user experience**.
- Conducted **SEO audits, keyword research, and competitor analysis** to enhance search rankings.
- Implemented **technical SEO strategies**, ensuring fast load speeds and high crawlability.
- Created and optimized **SEO blogs and content marketing strategies** to drive organic traffic.
- Utilized tools like **SEMrush, Ahrefs, Google Analytics, and Yoast SEO** for data-driven improvements.

SEO Specialist

Tidalwave Solution, Bengaluru | September 2023 - January 2025

- Managed **Adsterra, Google Ads and Meta Ads campaigns**, improving conversion rates and **retargeting strategies**.
- Conducted **keyword optimisation and search engine marketing (SEM)** for various clients.
- Led **content marketing efforts**, increasing organic reach through strategic **SEO blogs and video editing**.
- Tracked performance using **Google Analytics, Google Search Console, and KPI reporting**.

Junior SEO Executive

Key4u, Gurugram | February 2023 - August 2023

- Conducted **SEO audits and keyword analysis**, optimizing websites for better **search visibility**.
 - Improved **on-page and off-page SEO**, increasing organic traffic.
 - Performed **competitor analysis** and enhanced **technical SEO** for client websites.
 - Monitored website performance using **Google Analytics and KPI reporting**.
-

Education

Senior Secondary Education

Govt Model Sr. Secondary School | 2021

Bachelor of English (Honours) Delhi

University | 2024

Certifications

- **The Complete Digital Marketing Course** – Udemy
- **SEO Fundamentals** – SEMrush

Key Achievements

- Developed and optimized multiple **high-ranking WordPress and Shopify websites** for various industries.
 - Managed **successful digital and social media campaigns**, increasing engagement and conversions.
 - Improved **website performance and organic traffic** through **data-driven SEO and keyword research**.
-

Languages

- **English** – Fluent
- **Hindi** – Native

Hobbies & Interests

- **Blogging** about digital trends
- **Exploring** new web technologies
- **Traveling & photography**