

VANSHIKA CHADHA

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SUMMARY

MBA candidate specializing in Digital & Strategic Management with practical experience in SEO and digital marketing. Hands-on exposure to on-page and off-page activities, keyword research, competitor analysis, and content optimization. Familiar with tools such as Google Analytics and Google Search Console, with experience in tracking website performance and supporting organic growth initiatives. Eager to contribute to a dynamic team and grow as an SEO professional.

EDUCATION

Masters of Business Administration - Digital & Strategic Management
JECRC University & Chartered Institute of Marketing, UK Jul 2024 – Present

Bachelor's of Business Administration - Advertisement & Marketing
Chandigarh University Aug 2021 - Jun 2024

EXPERIENCE

SEO Intern Marketing Plexus – Hybrid Aug 2025 – Oct 2025

- Conducted keyword research for **30+ keywords**, optimizing web content and improving organic search visibility.
- Implemented **on-page and off-page SEO strategies**, including meta optimization, internal linking, and content alignment to improve organic visibility.
- Tracked SEO performance using **Google Analytics and Google Search Console**, monitoring traffic, impressions, CTR, and keyword rankings to support optimization decisions.

SEO Intern CFCS Cloud Solutions – Hybrid Jul 2025 – Aug 2025

- Achieved top Google search rankings for targeted keywords such as “Complaint Management CRM” (1st page, 3rd position).
- Performed competitor and keyword analysis to develop effective SEO strategies and improve organic visibility.
- Monitored website performance and prepared SEO reports using **Google Analytics and Google Search Console** to support data-driven optimization efforts.

SEO Freelancer - ON PAGE SEO Feb 2025 – Apr 2025

- Optimized 3+ websites for on-page SEO using keyword research, meta tags, internal linking, and content mapping.
- Improved organic visibility and website performance through structured SEO strategies and consistent content alignment.
- Tracked and reported SEO performance using **Google Analytics and Google Search Console**, coordinating with clients to meet business objectives.

Marketing Intern FuzeMee – Remote Mar 2024 – Apr 2024

- Increased social media engagement through interactive content development.
- Assisted in executing digital marketing strategies and audience outreach.
- Contributed to branding and campaign planning across multiple platforms.

SKILLS

- Technical Skills** - SEO (On-page & Off-page) | Keyword Research | Google Analytics | Google Search Console | Performance Tracking | MS Excel | PowerPoint | Canva | Social Media Management
- Business & Management Skills** - Problem Solving | Project Coordination | Presentation Skills | Adaptability | Communication | Team Collaboration | Time Management | Attention to Detail | Client Engagement

PROJECTS & ACHIEVEMENTS

- SEO Achievement – Increased ranking for “Complaint Management Software” to the 1st page (6th position)
- Research Paper – “Sustainability in Digital Marketing” – Presented at the International Conference on Sustainable Tourism Vision Viksat Bharat @2047 (Feb 2025)
- Presented startup idea “Hostel Bay”, showcasing market research, business planning, and strategic innovation among multi-college participants - Top 5 Finalist AAGHAAZ 2.0 (2024)
- Market Analysis – Starbucks – Performed competitor benchmarking and digital presence evaluation to propose engagement strategies (2024)

CERTIFICATIONS

- AI-Driven Digital Marketing – WSCube Tech (May 2025)
- Strategic Digital Marketing & AI – WSCube Tech (Feb 2025)
- Digital Marketing Fundamentals – IIDE (Jan 2025)
- Introduction to Digital Marketing – Great Learning Academy (Apr 2024)
- Fundamentals of Digital Marketing – Google Digital Garage (Dec 2023)