

LAKSHITA JANGID

SEO Executive | Off-Page SEO Specialist | Digital Marketing Professional

8560036161 | lakshitajangid0017@gmail.com | Jaipur, Rajasthan

PROFESSIONAL SUMMARY

Motivated SEO Executive with practical experience in Off-Page SEO, link building, keyword research, backlink analysis, social bookmarking, and website optimization. Experienced in improving website visibility and supporting organic growth through SEO strategies. Skilled in Google Search Console, Google Analytics, WordPress, Squarespace, Duda, HTML, CSS, and AI-powered productivity tools. Seeking opportunities to contribute to a growth-focused digital marketing organization.

CORE SKILLS

- Off-Page SEO • Link Building • Guest Posting • Directory Submission • Social Bookmarking
- Competitor Analysis • Keyword Research • Backlink Analysis
- Google Search Console • Google Analytics (Basic)
- WordPress • Squarespace • Duda • HTML • CSS
- Canva • AI Prompt Writing • Reporting & Documentation

PROFESSIONAL EXPERIENCE

Brightbeans Digital Pvt. Ltd. | SEO Executive (Off-Page SEO) | 6 Months

- Completed SEO internship and transitioned into a professional SEO Executive role.
- Executed backlink-building campaigns through guest posting, profile creation, directory submissions, and social bookmarking.
- Conducted competitor backlink analysis and monitored SEO performance.
- Prepared daily and weekly SEO reports for tracking campaign progress.
- Assisted in improving website authority and search visibility.
- Designed and managed websites using Squarespace and Duda.

SE Corp (Sanchita Enterprises) | Web Development Intern | 6 Months

- Developed websites using WordPress and gained practical web development experience.
- Worked with HTML and CSS for website customization.
- Designed marketing creatives and promotional materials using Canva.

3HS Innovation Pvt. Ltd. | Technical Support Intern | 6 Months

- Provided technical support and client assistance.
- Helped resolve software and hardware issues efficiently.
- Coordinated with teams to ensure smooth issue resolution.

KEY PROJECTS

- Executed Off-Page SEO activities for multiple business websites.
- Built high-quality backlinks through outreach and submission platforms.
- Conducted keyword and competitor research to identify growth opportunities.
- Created and managed websites using Squarespace, Duda, and WordPress.

EDUCATION

Bachelor of Vocational Studies (B.Voc) – Bhartiya Skill Development University (2022–2025)

Senior Secondary (12th – RBSE) – RPS Senior Secondary School (2021–2022)

Secondary (10th – RBSE) – SM Public Secondary School (2019–2020)

PROFESSIONAL LEARNINGS

- Search Engine Optimization (SEO)
- Digital Marketing Fundamentals

- Google Search Console (Learning Level)