

ANISHA JOSHI

SEO Specialist

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SUMMARY

Results-driven SEO Specialist with 4.5+ years of total experience, including 6 months in the UAE market and 4+ years in India. Proven track record of managing 150+ projects (both individually and in teams) across On-Page, Off-Page, Technical SEO, White-Label SEO, Local SEO, and E-commerce SEO. Successfully ranking websites on Google's 1st page, appearing in AI Overviews, ChatGPT, Gemini, and People Also Ask. Actively implementing AEO (Answer Engine Optimisation) and GEO (Generative Engine Optimisation) on live campaigns with measurable results.

EXPERIENCE

SEO Specialist

Only Tourism 12/2025 - 05/2026 Burjuman Business Center, Dubai

- Managing 3 SEO projects single-handedly, all showing consistent growth and ranking on Google's 1st page.
- Achieved visibility in AI Overviews, ChatGPT, Gemini, and People Also Ask.
- Successfully implemented AEO (Answer Engine Optimization) and GEO (Generative Engine Optimization) on live campaigns.
- Execute end-to-end SEO strategies including On-Page, Technical SEO, and Link Building.
- Conduct keyword research, content optimization, and performance tracking using GA4 and Search Console.

SEO Specialist

Vincit Software & Consulting Pvt. Ltd.

02/2022 - 11/2025 Gurgaon, India

- Managed 150+ SEO campaigns for US and Australian clients in a white-label environment.
- Performed On-Page SEO (meta tags, content optimization, internal linking) and Technical SEO audits (Core Web Vitals, indexing, crawl errors).
- Built 100+ high-quality backlinks per month through outreach and authority platforms.
- Optimized Google Business Profiles for Local SEO and E-commerce SEO.
- Worked both independently and as part of a team to deliver consistent ranking improvements.

EDUCATION

MBA in Digital Marketing & Business Analytics

Lovely Professional University

2024 - 2026 Punjab

BA in Information Technology

Panjab University

2019 - 2022 Chandigarh

CERTIFICATIONS

Google Search Campaigns

Great Learning

Google Video Campaigns

Great Learning

Facebook Marketing & Advertising

Simplilearn

Digital Marketing Fundamentals

Simplilearn

KEY ACHIEVEMENTS



Traffic Increased

Increased organic traffic by **30-70%** across multiple projects within 6-8 months



Top 3 Position

Achieved Top 3 rankings for competitive keywords across multiple industries.



Backlinks Growth

Successfully managed international client portfolios with long-term retention.



International Client Portfolio

Improved keyword rankings from low visibility to Google Page 1 & 2 positions.

SKILLS

Core Skills

On-Page SEO | Off-Page SEO | Wordpress

Technical SEO | Local SEO

Schema Markup | Content Optimization

AEO | GEO | Keyword Research

Competitor Analysis | White-Label SEO

Tools & Platforms

Google Analytics | Google Search Console

SEMrush | Ahrefs | Screaming Frog

Google Business Profile | WordPress

Google Tag Manager

Soft Skills

Project Management | Analytical Thinking

Client Communication | Time Management

Core Competencies | Team Leader

LANGUAGES

English Proficient ●●●●●

Hindi Proficient ●●●●●