

RITU PAL

Noida • +91-9821276871 • <https://theritupal.com/> • hritupal2000@gmail.com • [linkedin.com/in/hritu-pal/](https://www.linkedin.com/in/hritu-pal/)
(Digital Marketing Specialist/ SEO Specialist/WordPress Developer)

Digital Marketing professional with 3.7 years of experience in SEO, content optimization, Google Ads, social media marketing, and e-commerce strategies. Expertise in leveraging Google Analytics, WordPress, website development, and AI-driven tools to enhance digital performance and actively seeking opportunities to apply comprehensive skills in driving impactful marketing strategies within innovative digital landscapes.

AREA OF EXPERTISE

- | | | |
|--|---|--|
| <ul style="list-style-type: none">• SEO(Technical, On-page, Off-page)• WordPress• Woocommerce & Shopify• PowerBI• Content Optimization | <ul style="list-style-type: none">• Google Search Console• Google Analytics• Affiliate Marketing• Google Tag Manager• Web Designing & Development | <ul style="list-style-type: none">• Google Ads• Social Media Marketing• E-mail Marketing• HTML & CSS• Handling various AI, SEO & Digital Tools |
|--|---|--|

PROFESSIONAL EXPERIENCE

VM-One Technologies, Noida

September 2023 – Present

Digital Marketing - Team Leader

- Developed a responsive, SEO-optimized WooCommerce + affiliate website, migrating data and improving performance with cloud hosting, CDN, WebP, and LiteSpeed.
- Created 600+ review blogs and 1,500+ product listings with SEO-friendly structures using Greenshift, Elementor, and Gutenberg.
- Integrated Amazon & Flipkart affiliate links via Content Egg & Affiliate Egg and implemented Google Tags through Google Tag Manager.
- Led a team of 4-5, managing content, graphics, reporting, and task distribution while creating task sheets and social media calendars for streamlined execution.
- Conducted advanced keyword research, site audits, backlink audits, and implemented on-page/off-page SEO strategies using SEMrush and Moz to improve DA & PA.
- Applied technical SEO using Rank Math, Optimole, and LiteSpeed Cache, optimizing Core Web Vitals and managing key site files like .htaccess and robots.txt.
- Managed Google Analytics, Search Console, and Google My Business, tracking performance and driving user engagement.
- Planned and executed Google Ads campaigns, optimizing ad performance through keyword research, audience targeting, Google Tags, and performance tracking.

VM-One Technologies, Noida

December 2021 – August 2023

Digital Marketing Executive

- Built and launched an SEO-optimized, responsive magazine website, managing content migration and ensuring a smooth transition.
- Conducted in-depth keyword research using Semrush, Google Trends, and Search Console to optimize content for user intent.

- Managed affiliate link integration and designed mobile-friendly, SEO-optimized blog layouts for improved engagement.
- Developed and executed comprehensive on-page and off-page SEO strategies, including E-E-A-T, Local SEO, and digital PR.
- Oversaw Google Analytics, Search Console, Google Ads, and Tag Manager to track performance and refine strategies.
- Optimized Core Web Vitals, resolved technical issues, and conducted competitor analysis to enhance search rankings.

ACCOMPLISHMENTS

I made some accomplishments in VMOne Journey:

- Ranked a newly built website for 1,000 keywords within six months.
- Increased website traffic from 3,000–4,000 yearly visitors to 300,000 yearly visitors.
- Ranked 400+ blog posts on Google's first SERP for 1,500+ keywords for old magazine website without using paid strategies.
- Boosted Domain Authority (DA) from 4 to 23 and Page Authority (PA) from 0 to 32.

EDUCATION

Digital Paradize, New Delhi	2021
Advanced Digital Marketing Course	
University of Delhi, New Delhi	2019
Bachelor of Computer Science(Honours)	

CERTIFICATIONS

- Certificate of Advanced Google Analytics - **Google**
- Certificate of Digital Marketing Course - **Google**
- Advanced Digital Marketing Certificate - **Digital Paradize**
- Power BI Certificate - **SkillNation**
- ChatGpt & Other AI Tools Certificate - **SkillNation**
- Basic Digital Marketing Course - **DigitalDeepak**

ADDITIONAL DETAILS

Languages: Hindi & English

Projects: techritu.com, duniya247.com

Digital Marketing & SEO Tools: Semrush, Ahref, Moz, Rank Math/Yoast, Answer the Public, Grammarly, Google Trends, Quillbot, Hotjar, Mailchimp, Hootsuite, Landingi, Screamingfrog, buzzsome, People also ask, Wordtracker Scout, Soovle, Optimole, Penguin, Woorank, schema.org etc.

AI Tools: ChatGPT, Copy.ai, Thumbnail.ai, LexicaArt, Addy.ai, Originality.ai, Undetectable.ai, Dalle etc.

Other Tools: Canva, Microsoft Word, Microsoft Excel, PowerBi

Soft Skills: Adaptability, Problem-solving, Leadership, Teamwork, Creativity, Research etc.