

# Tanvi Joshi

## Digital Marketing Executive – SEO and Content

Jaipur, Rajasthan · [Phone] · [Email] · [Website or LinkedIn]

### PROFESSIONAL SUMMARY

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Digital marketing executive with a year of SEO and content experience at a travel agency, plus a college blog that grew to steady organic traffic. Writes search-led articles, fixes on-page issues and reports rankings every week. Comfortable with keyword research, Search Console and basic WordPress edits, and now aiming for an in-house SEO role.

### SKILLS

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Keyword research · On-page SEO · Content briefs · Google Search Console · GA4 reporting · WordPress · Internal linking · Canva creatives

### EXPERIENCE

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#### Digital Marketing Executive — Boutique travel agency, Jaipur

1 year · current

- Published 48 destination guides targeting long-tail heritage-travel queries, lifting monthly organic sessions from about 3,000 to 11,000.
- Rewrote title tags and meta descriptions for 120 tour pages, improving average click-through rate in Search Console within two months.
- Built an internal linking map between guides and tour pages that helped four packages reach the first page for local searches.

#### Content Marketing Intern — Home décor e-commerce startup, Remote

4-month internship

- Drafted 25 product-category descriptions and six buying guides following an SEO brief supplied by the marketing lead.
- Scheduled Instagram posts and tracked engagement in a simple sheet shared with the founder every Friday.

### EDUCATION

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#### B.A. (Hons) English — State university, Jaipur

Ran a college heritage blog with around 40 published posts

### CERTIFICATIONS AND REGISTRATIONS

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- Google Analytics Certification
- HubSpot Content Marketing Certification
- Semrush SEO Fundamentals course

## PROJECTS

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- Stepwell trails blog — personal site on Rajasthan stepwells that ranks for several niche heritage queries

## LANGUAGES

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English · Hindi · Rajasthani