



# ANISHA JOSHI

## SEO Specialist | WordPress Developer | Technical SEO

Results-driven SEO Specialist with 4.5+ years of experience, including UAE and Indian markets. Track record managing 150+ projects across On-Page, Off-Page, Technical SEO, White-Label SEO, Local SEO, and E-commerce SEO, plus hands-on WordPress development and server-side troubleshooting. Ranks websites on Google's 1st page and in AI Overviews, ChatGPT, Gemini, and People Also Ask, implementing AEO/GEO on live campaigns. Now extends beyond traditional SEO into full-stack site ownership: WordPress build and maintenance, cPanel/server administration, and applied web security to keep client sites ranking and running.

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## PROFESSIONAL EXPERIENCE

### SEO Specialist

#### Tarabichi Healthcare

05/2026 - Present

Dubai, UAE

##### Duties and Responsibilities

- Independently own SEO, WordPress development, and server administration for 18 live websites and 4 new builds, managing the full lifecycle from design to deployment.
- Build and launch new websites end-to-end in WordPress, including theme customization, plugin configuration, and on-page structure.
- Manage cPanel hosting environments: resolve server errors, handle DNS/domain configuration, and maintain uptime across the full site portfolio.
- Apply working knowledge of web security fundamentals to diagnose and resolve WordPress vulnerabilities, malware, and site-breaking errors.
- Execute end-to-end SEO strategy (On-Page, Technical, Link Building) alongside content writing for multiple live properties simultaneously.
- Drive keyword research, content optimization, and performance tracking via GA4 and Search Console across a high-volume, multi-site portfolio.

### SEO Specialist

#### Only Tourism |Burjuman Business Centre

12/2025 - 05/2026

Dubai

##### Duties and Responsibilities

- Managed 3 SEO projects single-handedly, all showing consistent growth and Google 1st-page ranking.
- Achieved visibility in AI Overviews, ChatGPT, Gemini, and People Also Ask.
- Implemented AEO (Answer Engine Optimization) and GEO (Generative Engine Optimization) on live campaigns.
- Executed end-to-end SEO strategies including On-Page, Technical SEO, and Link Building.
- Conducted 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

##### Duties and Responsibilities

- 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, Punjab

2024 - 2026

### BA in Information Technology

Panjab University, Chandigarh

2019 - 2022

## CERTIFICATIONS

- Google Search Campaigns — Great Learning
- Google Video Campaigns — Great Learning
- Facebook Marketing & Advertising — Simplilearn
- Digital Marketing Fundamentals — Simplilearn

## KEY ACHIEVEMENTS

- Increased organic traffic by 30-70% across multiple projects within 6-8 months.
- Achieved Top 3 rankings for competitive keywords across multiple industries.
- Successfully managed international client portfolios with long-term retention.
- Improved keyword rankings from low visibility to Google Page 1 & 2 positions.
- Built and now maintain a 22-site WordPress portfolio single-handedly, covering design, SEO, and server administration.

## PROFESSIONAL SKILLS

**SEO & Content:** On-Page SEO | Off-Page SEO | Technical SEO | Local SEO | E-commerce SEO | White-Label SEO | AEO | GEO | Schema Markup | Content Writing & Optimization | Keyword Research | Competitor Analysis

**Web Development & Infrastructure:** WordPress Development | Website Design & Build | cPanel / Server Administration | DNS & Domain Management | Web Security Fundamentals (WordPress hardening & malware troubleshooting) | Site Error Diagnosis & Resolution

**Tools & Platforms:** Google Analytics (GA4) | Google Search Console | SEMrush | Ahrefs | Screaming Frog | Google Business Profile | WordPress | Google Tag Manager | cPanel

**Soft Skills:** Project Management | Analytical Thinking | Client Communication | Time Management | Team Leadership | Multi-Site Portfolio Management

## LANGUAGES

- **English** — Proficient
- **Hindi** — Proficient