

## CONTACT

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<https://cv-seo.vercel.app/>

## EDUCATION

- Bachelor of Computer Applications (BCA)
- 12<sup>th</sup> HSC PCM
- 10<sup>th</sup> CBSE Board
- French Certification

## CERTIFICATIONS

- [B2 Certification in French], [Alliance De Francise-Pune]
- C language
- 2021-03
- C++
- Fundamentals Of Digital Marketing- By Google

## SKILLS

- Strong Communication & Documentation
- Active Listening & Requirement Gathering
- Collaborative Team Player
- Adaptable
- Analytical Thinking
- Research-Oriented Mindset
- Detail-Oriented & Process Driven

## LANGUAGES

- English (Fluent)
- French (Intermediate )
- Hindi

# POORVI KAPSE

## SEO EXECUTIVE

## PROFILE

Dynamic BCA graduate with 1.5 years of experience in SEO and QA testing. Currently working at RSVR Tech, a tech and funding firm, contributing to multiple partner startups including Cosimo, Vanguard eMart, Zenith, Go Ethical, Whole Leaf, Sell Stream, and Starry Vibes. Demonstrates strong analytical abilities, keyword research proficiency, quality assurance skills. Adept at cross-functional collaboration, UI/UX testing, and content strategy development.

## WORK EXPERIENCE

### SEO EXECUTIVE

#### RSVR Tech

JULY 2023 - PRESENT (1 YEAR)

Worked on multiple partner startup projects under RSVR Tech, handling SEO responsibilities for diverse platforms.

#### Projects

2023 - Present

- Cosimo -UK-based art website focused on abstract and contemporary artworks
- RSVR Tech - Official company website for a tech and funding firm
- Vanguard eMart - Diagnostic-based e-commerce platform
- Sell Stream - Online platform supporting digital product listings
- Starry Vibes - Astrology blog and keyword-focused content platform
- Zenith - Australian debt collection and case management system
- Go Ethical - UK-based sustainable e-commerce website
- Whole Leaf - Mobile-first eco-wellness marketplace

#### Responsibilities

2024 - 2025

- Conducting keyword research for artworks and blog content
- On page seo optimization using wordpress
- Performing on-page SEO optimization using WordPress
- Monitoring performance via Google Search Console and Wincher
- Developing content strategies for artwork and blogs
- Force indexing blog and product URLs
- Temporarily blocking 404 URLs using Google Search Console
- Utilizing SEO tools like Wincher, Ubersuggest, and Google Keyword Planner
- Creating keyword strategies to improve product ranking
- Conducted niche keyword research focused on astrology blog topics
- Finalising the content for products

## WORK EXPERIENCE

### MANUAL QUALITY ASSURANCE TESTER

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#### RSVR Tech

JULY 2023 - PRESENT (1 YEAR)

Worked on multiple partner startup projects under RSVR Tech, handling QA responsibilities for diverse platforms.

#### Projects

2023 - Present

- Cosimo -UK-based art website focused on abstract and contemporary artworks
- Sell Stream - Online platform supporting digital product listings
- Zenith - Australian debt collection and case management system
- Go Ethical - UK-based sustainable e-commerce website
- Vanguard - Indian Diagnostics Company

#### Responsibilities

2023 - Present

- Implemented functionalities based on client requirements
- Performed UI testing and documented test cases
- Created testing scenarios and performed cross-browser testing using BrowserStack
- Conducted mobile application testing
- Verified implementation of functional requirements
- Documented user manuals for mobile applications
- flow testing
- Reported and verified bug fixes with the development team
- Collaborated with UI/UX team to update Figma designs

## EDUCATION

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#### Smt. Kashibai Navale College of Commerce - Pune

- Bachelor of Computer Applications: 2020/Oct To 2023/Jun

#### MTES.JR College Of Science - Pune

- 12th HSC Science(PCM) 2017/Oct To 2020/July

#### Sinhgad Spring Dale Public School - Pune

- 10th CBSE Board 2016/May To 2017 /June

## AWARDS

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Secured Third position in PPT Competition co-

powered by Cosmos Bank.