

Saloni Sawant

SEO SPECIALIST - On Page SEO, Off Page SEO, Website Development on WIX

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📍 Mississauga

in [LinkedIn](#)

SKILLS

- **Digital Marketing Tools:** Proficient in Canva, Hootsuite, Wix for content creation, social media management.
- **Data Analysis:** Engineered in using Google Analytics to analyze website traffic, performance, customer behaviour.
- **SEO and Strategy:** on-page and off-page SEO, and campaign optimization to improve search engine rankings.
- **Content Development:** Created in copywriting, visual design, SEO-optimized content for Diverse platforms.
- **Campaign Optimization:** Reported in analyzing and optimizing digital marketing, conversion, and ROI.

WORK EXPERIENCE

Social Media Specialist

February 2025 – April 2025

Century 21 Property Zone Realty Inc

Ontario

- Designed and developed high-impact marketing creatives on Canva for real estate agents, optimizing social media engagement, and enhancing brand visibility, and boosting conversion rates across Diverse platforms by 30%.
- Onboarded new agents, streamlining profile setups, email signatures, and bios to ensure consistency with marketing strategies, and boosting platform integration and leading to a 20% increase in social media engagement.
- Trained 15+ agents on Facebook Ads targeting, refining audience segmentation, optimizing campaign performance, and maximizing ROI, resulting in a 25% improvement in lead generation and client acquisition metrics.

Marketing & Sales Associate

April 2024 – July 2024

The Global Circle Marketing Inc

Ontario

- Onboarded 20+ new clients, reactivated 30+ past customers, and utilized CRM tools for lead tracking and managing a robust sales pipeline, increasing recurring business by 15% and driving sustained customer engagement.
- Conducted client meetings, showcasing data-driven digital marketing solutions, securing high-value contracts, improving client retention rates by 18% through targeted segmentation, behavioral analytics, performance metrics.
- Negotiated terms, addressed objections, and closed deals with a 90% success rate, enhancing lead conversion, optimizing processes, and strengthening the company's market positioning through strategic value propositions.

Digital Marketing & SEO Associate

February 2023 – April 2023

Core Business Intelligence

Ontario

- Increased client acquisition by optimizing SEO strategies, executing data-driven digital marketing campaigns, leveraging analytics tools, resulting in a 20% increase in organic traffic, improved visibility for real estate clients.
- Analyzed digital campaigns' performance using advanced metrics and implemented data-driven adjustments to ad copy, targeting, and bid strategies, increasing click-through rates (CTR) by 15% while improving lead quality.
- A Spectrum of client projects simultaneously, and applying project management tools, meeting deadlines, quality benchmarks, ensuring consistent ROI growth by optimizing marketing strategies for higher conversion rates.

Marketing Associate

February 2021 – March 2022

TSS Consultancy Pvt Ltd

India

- Designed and executed marketing campaigns tailored for real estate, fintech sectors, leveraging audience segmentation, A/B testing to drive engagement and improve client conversion rates by 25% through targeted messaging.
- Developed data-backed proposals for stakeholders, utilizing conversion rate optimization and marketing automation tools to enhance brand awareness, resulting in a 30% increase in audience reach and engagement metrics.
- Led optimization of ongoing campaigns, utilizing analytics platforms, key indicators to recommend improvements, enhancing data accuracy, ensuring alignment with client objectives, boosting overall performance by 18%.

SEO Specialist Intern

October 2019 – August 2020

ClinicSpots

India

- Collaborated with the team to develop and implement SEO strategies, utilizing keyword research, back-link analysis, and increasing website visibility by 25% and driving organic traffic growth for property sector stakeholders.
- Analyzed website performance using Google Analytics, and bounce rates, providing insights to clients, highlighting key SEO metrics, demonstrating improved audience engagement, & resulting in higher conversion rates.
- Gained hands-on experience with digital marketing tools like SEMrush, Ahrefs, Google Search Console, enhancing SEO, contributing to a 20% increase in client lead generation, optimizing website content for higher visibility.

EDUCATION

Postgraduate in Strategic Relationships Marketing

September 2023 – August 2024

George Brown College, Toronto

Postgraduate in Digital Media Marketing

May 2022 – April 2023

George Brown College, Toronto

Bachelor in Commerce

January 2015 – May 2018

K. J. Somaiya College of Science & Commerce, Toronto