



PROFESSIONAL SUMMARY

Digital Marketing Specialist with 5+ years of experience in driving online growth through advanced SEO strategies and data-driven marketing. Skilled in improving organic search rankings, enhancing website visibility, and delivering measurable traffic and lead growth. Experienced in conducting in-depth website audits, optimizing on-page and off-page elements, and executing link-building campaigns. Adept at collaborating with cross-functional teams to align SEO with broader digital marketing initiatives. Currently seeking opportunities to leverage SEO expertise and expand into diverse digital marketing responsibilities to support business growth.

EDUCATION

Jai Parkash Mukand Lal Innovative Engineering & Technology Institute (JMIETI)

B.Tech, Computer Science & Engineering 2014-2018

Indian Public School
B12th CBSE 2014

TOOLS

- Google Search Console
- Google Analytics
- Google Tag Manager
- Google Keyword Planner
- Spy Fu
- SEMrush
- Ahrefs
- Screaming Frog
- Page Speed Insights
- Surfer SEO
- Jasper AI
- Copy.ai
- Canva
- Hootsuite
- HubSpot
- Grammarly
- Excel / Google Sheets

CERTIFICATIONS

- Google Ads Search Certification
- Google Analytics Certification
- Google My Business
- Become an AI-Powered Marketer – SEMrush

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING EXPERT

Option Designs | May 2024 – Present

- Lead end-to-end SEO projects, overseeing strategy, execution, and performance tracking for multiple clients.
- Manage client relationships independently, providing insights, reporting, and recommendations to drive business growth.
- Mentor and guide junior team members on SEO best practices, technical audits, and content optimization strategies.
- Develop and implement comprehensive on-site and off-site SEO strategies tailored to client goals.
- Analyze website performance using Google Analytics, Search Console, SEMrush, and other tools to optimize ROI.
- Identify growth opportunities, conduct competitive research, and execute actionable strategies that increase organic traffic and search visibility.
- Coordinate with cross-functional teams (content, design, and development) to ensure SEO alignment with overall business objectives.

SEO ANALYST

Skillbook Academy | Sept 2022 – Feb 2024

- Conducted keyword research to identify high-value opportunities and optimize content.
- Executed on-page and off-page SEO strategies to improve website rankings and drive organic growth.
- Analyzed website performance using Google Analytics, Search Console, and SEMrush.
- Collaborated with content teams to create SEO-friendly blogs, articles, and website copy.
- Performed technical SEO audits to fix crawl, indexing, and user experience issues.

SKILLS

- Keyword Research & Analysis
- On-Page SEO Optimization
- Off-Page SEO Strategies
- Technical SEO Audits
- Local SEO Optimization
- E-commerce SEO Strategies
- Link-Building & Outreach Strategies
- SEO Strategy & Roadmap Planning
- Competitor Benchmarking
- Content Optimization
- AI-Powered Content Optimization (ChatGPT, Jasper AI, Surfer AI, etc.)
- Canva Designing
- Social Media Management
- Performance Monitoring & Reporting
- Analytics & Data Interpretation
- Reporting & Dashboard Creation (Looker Studio)
- SEO Tools Proficiency (Google Analytics, Search Console, SEMrush, Ahrefs, Screaming Frog, etc.)
- WordPress
- Shopify
- Cross-Functional Collaboration
- Project Management
- Analytical Skills
- Communication Skills

PROFESSIONAL EXPERIENCE

SEO SPECIALIST

Optimise India | April 2021 – July 2022

- Designed and executed comprehensive SEO strategies aligned with business goals.
- Conducted in-depth keyword research and content analysis to identify growth opportunities.
- Optimized website content, meta tags, and on-page elements for better search engine visibility.
- Implemented link-building campaigns to increase domain authority and referral traffic.

SEO EXECUTIVE

New Vision Digital | Dec 2020 – April 2021

- Managed on-site and off-site optimization projects independently.
- Handled client reporting and communication, ensuring smooth project execution.

SEO EXECUTIVE

Netgains | ILoveFashionRetail | Oct 2018 – Nov 2020

- Conducted regular SEO audits to identify and resolve technical issues, improving website performance and search rankings.
- Executed on-page and off-page SEO techniques, including content optimization, link-building, and meta tag enhancements.
- Managed and optimized social media accounts, creating organic strategies to grow engagement, followers, and brand visibility.
- Collaborated with content and marketing teams to ensure SEO and social media efforts were aligned, driving consistent traffic and engagement.