



## SEO with 10 Years of Experience

### Career Summary:

I live, eat, breathe Digital Marketing

An Engineering graduate, More Than 9 Years of Relevant Professional Industry Experience in Performance Digital Marketing Including SEO, SEM, Social Media Optimization /Marketing, Web Analytics, content marketing and conversion optimization.

### Certification :

Google Adwords Advanced Certified Professional (PPC – Search & Display)

Bing Ad Center Accredited Professional (PPC – Search & Display)

Google Analytics Individual Qualified Professional (GAIQ)

Full Stack Digital Marketer – Market Motive

### Educational Qualifications

- Bachelors in Engineering

### Work Experience :

#### 1. Relevant Area Experience

700 plus keywords rankings under top 5 positions in Google within 4 months.

Most recent Project Case Study (US's Leading Natural Health Supplement Manufacturer and Supplier – E-Com B2C) Published on Link-Assistant.com

#### 2. SEO Specialist

- Selling premium properties of UAE's leading property developer by using organic, social and paid search channels.
- Closed the digital sales target before the timeline
- Analyzing the audience, strategizing and running the digital lead generation campaigns.

**Lead Generation - Sold 60% of the inventory (allocated to be sold by Digital.)**

Premium Real estate clients, MAG Lifestyle Development, Emaar, Serenia the Palm and more.

#### 3. Sr. Manager – Heading SEO for North India Region

- Traffic Revenue Projection / Measurement
- Client review meetings
- Client Pitch Meetings
- Making proposals, Pitch Decks, Audits, Technical Evaluation Reports
- Large - Enterprise level SEO Campaigns Executions & Management
- Team / Tasks Management and Reporting's.
- Technical SEO
- Upselling Company's services
- Responsible for Team & task management.



- Keeping SEO and other Digital & PR activities in Sync

Handled large scale SEO Projects and did excellent case studies with such as MaxLife Insurance, Aviva Life Insurance, Koovs.com, ShopClues.com, VLCC Care and Wellness, Sony India, Sony Mobiles India, NexGTV and PaisaBazaar.com.

**4. SEO Manager** – Ethoswatches.com, India's largest Luxury Swiss Watch Retailer.

- Sole Responsible for Organic Traffic Growth and lead generation
- Implementing content marketing strategies
- Played a key role within the website development team for an SEO friendly website development
- Managing other digital vendors / suppliers and Affiliate partners such as Junglee.com & Snapdeal.com

**Achievements: Achieved 300% improvement in organic traffic in 5 months. (Highest stable Organic traffic in their history.)**

Managed to achieve the sales target of 80Cr. out of which 70% of the sales came from SEO.

**5. Manager SEO / SEM** – (Indian outsourcing center for a US Based Software consulting & Development firm)

- Heading an online marketing team.
- Responsible for making online marketing strategies and their successful execution.
- Day to day team and task management, reporting to the firm owner.
- Management of Google and Bing yahoo Adwords with a budget of over \$10000, campaign optimization, reducing CPA.
- Analyzing Google Analytics Data and making campaign improvement recommendations.
- Playing a key role in Website development team for making SEO friendly website designs.
- Budget and fee management for online marketing activities and to other vendors.
- Monitoring websites traffic, reporting and optimization recommendations.
- Website / SEO health check, maintenance and reporting.
- Creation of business model for software development business, setting and tracking goals/conversions.
- Writing effective content for websites/blogs.
- Executing customer surveys.

**Achievements: increased the monthly leads from 30 to 200. Company grown from 3 to 25 programmers in one year. Decreased cost per lead from \$156 to \$35.**

**6. Head – Business Development/Digital Marketing** – TheMangoMedia.com Chennai June with a vast clientele across the globe, a strong presence National/International website development Market)

- Handling Digital Marketing / Business Development team
- Planning and execution of Digital campaigns.
- Responsible for creating a client base in the International markets for SEO / SMO / SEM / SMM services.

- Wholly responsible for sales and marketing of all services offered by the company like SEO, SMO and Web development Projects.
- Generating business leads & closing the deals.
- Achieving sales target – month on month.
- Development of the Digital Marketing and sales team for the company.
- Recruitment of candidates for SEO and SEO Sales
- Training a leading a team of Sales & Marketing people.
- Wholly responsible for the Developing SEO as an independent business module for the company.
- Meeting with potential clients online / offline.
- Client communication and execution of high budget SEO campaigns.
- Contacting big Offshore SEO companies for Strategic partnership profitable for both ends.
- Development of Internal SEO process, communication process, reporting etc for a smooth execution of projects
- Ensuring client satisfaction level, working on its enhancement
- Executing extensive email marketing campaign for the company

#### **7. Founder and Head – Digital Marketing / SEO and Business Development**

- Heading the Digital Marketing and Business Development and their respective team
- Searching and creating a strategic partnership with different outsourcing partners across the globe.
- Interacting with clients, updating them with their project progress
- Lead and develop full scale of Digital Marketing project plans and executions
- Analyzing Google Analytics Data and making campaign improvement recommendations.
- Recruitment, training, leading a team of SEO Consultants
- Planning and execution of Full-scale SEO campaigns.

**Achievements: Named as India's 7th best SEO Company by Topseos.in in November – December 2011**

#### **8. Project Manager – SEO at SEO SEOValley Solutions Pvt. Ltd.**

- Managed a team of SEO professionals.
- Successfully handled more than 40 direct clients.
- Planning and Execution of full-scale SEO campaigns.
- Client Review / Project performance meetings / calls.
- Recruitment & training of SEO candidates.
- Responsible for Project performance.

**Achievements: Highest revenue generating employee for the company, was dealing with over 40 direct clients with a 100% client retention rate.**

#### **9. Web Buzzer / SEO Expert –Summary**

- Planning and execution of SEO strategies.



- Development, design, and implementation of multiple Interactive marketing plans and strategies
- Content development and optimization
- Handling a team of SEO Experts