

Santhosh HL

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Results-driven Digital Marketer specializing in Generative Engine Optimization, AI Agent Development (n8n, Langchain, Make), and SEO. Strong in analytics, problem-solving, and collaboration to deliver data-driven marketing solutions.

TECHNICAL SKILLS

- Generative Engine Optimization
- AI Agents Building (n8n, Langchain, Make)
- Search Engine Optimization
- Apollo, Hubspot
- Wordpress & Webflow & Framer
- Google Ads
- Meta Business Suite
- LinkedIn Sales Navigator
- Content Writing
- On Page, Off Page, Technical SEO
- Google Analytics

LANGUAGES KNOWN

- English (Professional Working Proficiency)
- Hindi (Professional Working Proficiency)

EXPERIENCE

Freelance Web Developer & Digital Marketing Specialist (2023 - 2025)

- Created 25 AI agents with Langchain and N8N, automating tasks and improving efficiency by 70%.
- Developed 20+ responsive websites with WordPress and Webflow, boosting user engagement by 30%.
- Managed 50+ ad campaigns on LinkedIn and Twitter, driving 250% more leads and increasing brand visibility by 40%.
- Built 50+ Reddit backlinks, increasing organic traffic by 60% and enhancing geo-targeted engagement.
- Grew social media engagement by 45% through strategic content and community management.

WORK EXPERIENCE

Digital Marketing Executive (April 2025 - Present)

Company : HakunaMatataTech

RESPONSIBILITIES:

- Deployed AI agents for automated blog writing, SEO audits, and site monitoring, cutting manual tasks by 60% and boosting workflow efficiency.
- Optimized websites for AI search visibility with Generative Engine Optimization (GEO), improving AI search rankings (ChatGPT, Perplexity) and driving 35% more organic traffic and high-quality MQL leads.
- Published 200+ GEO-optimized blogs, generating qualified leads and improving localized SEO rankings.
- Ran email sequences in Apollo and published newsletters on LinkedIn and Medium, increasing open rates by 20%.
- Managed 4 websites (HakunamatataTech, Niral AI, Happisales, Nunar), overseeing content, design, and SEO for maximum visibility and user engagement.
- Led social media strategy, increasing engagement by 40% with targeted content and regular posting.
- Removed 180+ low-quality pages and debloated sites, boosting load speed by 30%.

CERTIFICATIONS

- Fundamentals of Digital Marketing - Google
- Influencer Marketing - Simplilearn
- Advanced Google Analytics - Google Analytics Academy
- Google Analytics for Power Users - Google Academy

EDUCATION:

Jerusalem College of Engineering

B-Tech- Information technology

2020–2024 | CGPA : 9.2

Kings Matriculation School

SSLC: 94% (2018)

HSC: 74% (2020)