

# Shadil Tharayil

## Search Engine Manager

Experienced SEO Manager with a proven track record of driving significant growth in paid, organic traffic and search engine rankings. Skilled in keyword research, on-page optimization, link building, and analytics. Four years of experience in the industry, including expertise in both B2C and B2B internationally. Strong ability to analyze data and make strategic decisions to improve overall performance. Adept at managing and mentoring team members to achieve common goals.



✉ shadil.t@outlook.com

📍 Bangalore, Karnataka, India

🌐 [linkedin.com/in/shadil](https://www.linkedin.com/in/shadil)

📞 +91 7511133349

📅 11 December, 2001

## EDUCATION

### Higher Secondary School Certificate Nalanda Academy

07/2019 - 05/2020

Kochi, India

#### Courses

- Biology/Maths

### B.Tech Computer Science Engineering (Blockchain Specialization) Presidency University

Bangalore, India

#### Courses

- JAVA, Python, HTML, Javascript, CSS, PHP, Go, Solidity

## WORK EXPERIENCE

### Digital Marketing Executive Techminds Mizago Technology PVT LTD.

08/2019 - 09/2020

Kochi, India

#### Achievements/Tasks

- Managed the day-to-day operations of all digital marketing channels, including social media, copywriting and paid advertising.
- Developed and executed technical, on-page, off-page and local SEO strategies and optimizations in coordination with analysis insights and general/keyword specific SEO campaign goals.
- Ranked pages in top 10 positions in Google. Grew over 600K monthly Impressions to clients from scratch. Built backlink profile of 48000 Backlinks with just 1% Spam Score

### Search Engine Marketing Manager Digital Alta

09/2020 - 11/2023

Dubai, United Arab Emirates

#### Achievements/Tasks

- Led and evaluated all digital marketing campaigns including SEO, Google Ads, Social Media in tourism, e-commerce and media industries.
- Identified relevant trends and opportunities, and optimized webpages, campaigns performance, KPI's such as CTR, CPC, CPA etc. based on data and insights.
- Deployed International and Multiple Location Campaigns for Multi Location Brands. Managed Budgets of 45 Lakhs+ INR. Delivered 400%+ ROI in Google Ads.

## SKILLS

Google Ads

Marketing Strategy

Content Marketing

Google Analytics

Tag Manager

JAVA

HTML

Content Marketing

Google Data Studio

Google Analytics

SEO

## CERTIFICATES

### Fundamentals of Digital Marketing

Certified by Google Digital Garage For the Successful Completion of The Fundamentals of Digital Marketing.

### Fundamentals of Google Ads

Certified by Google Ads Academy for the successful completion of The Fundamentals of Google Ads.

### Google My Business Basics

Certified by Google in using Google My Business to create listings that stand out when customers search online.

### Advanced Google Analytics

Certified by Google Analytics Academy for the successful completion of Advanced Google Analytics.

## LANGUAGES

English



Malayalam



Hindi



## INTERESTS

Photography

Videography

Programming

Travelling

Hiking

Cycling

Football