

Sourabh Raul

07sourabh.raul@gmail.com | +447771110435

Linkedin: <https://www.linkedin.com/in/sourabhraul/>

PROFESSIONAL PROFILE

A motivated digital marketer with extensive experience in SEO, proficient in on-page optimization, link building, and keyword research to boost organic traffic and improve search engine rankings. Possesses strong analytical skills to derive insights and make data-informed decisions, utilising a range of SEO tools to monitor and measure performance effectively.

EDUCATION

Liverpool John Moores University – MSc in Digital Marketing

2023- 2024

Theem College of Engineering – Bachelors of Automobile Engineering

2013 -2020

CERTIFICATION

Certifications: UC Davis University of California Coursework Digital Marketing Specialization, Illinois University Course on Marketing Management, Google Digital Unlocked in The Fundamental of Digital Marketing, ASO Course by MobileAction, Digital Marketing: Hands-on experience, HubSpot Inbound Marketing Certification.

TECHNICAL SKILLS

Core Competency: On-Page SEO, Off-Page SEO, Technical SEO, Keyword Research, Content Strategy & Local SEO, Link-Building Strategies, Crawl Directives, Indexation, Schema Markup Audit & Implementation, Site Speed Audit, XML & HTML Sitemaps, Robots.txt, Canonical tags.

Software & Tools: Ahrefs, SEMrush, Ubersuggest, Screaming Frog, Moz Pro, Brightlocal SEO, Lumar (DeepCrawl), Google Tag Manager, Google Analytics, Google Search Console, Google Business Profile (Google My Business), Google Looker Studio, WordPress (CMS), HTML, CSS, Canva, Buzzsumo.

PROFESSIONAL EXPERIENCE

Turtle Media & Marketing Ltd - SEO Specialist (Part-time), Liverpool, UK

Jan 2024 – Current

- Developed and put into practice SEO strategies to address technological issues. examined competitors, gaps in the material, and keywords to create focused branding. improved websites, content optimisation, and an increase in organic search ranks through data-driven insights and marketing tactics.

Bravas Digital - SEO Lead, Mumbai, India

Feb 2023 – Sept 2023

- In order to solve technological problems, have devised and implemented SEO tactics. Analysed competitors, content gaps, and keywords for targeted branding. Enhanced websites, optimised content, and boosted organic search rankings through data-driven insights and marketing strategies.

Digimark Agency - SEO Project Manager, Bangalore, India

July 2022 – Jan 2023

- Led a team of 2 SEO specialists and 4 interns, managing diverse projects. Achieved 60% ROI through organic traffic, optimised website architecture, and delivered insightful Google Analytics reports to clients. Held frequent client meetings where customised SEO tactics were presented.

Magnarevo Pvt Ltd - SEO Executive, Mumbai, India

March 2021 – July 2022

- Implemented SEO strategies for websites, yielding 65% ROI for B2B sites via organic search. Managed diverse projects concurrently, enhancing content, links, indexing, and more. Prioritised tasks effectively in a fast-paced environment, improving off-page SEO, domain authority, and page authority. Conducted keyword research and collaborated with clients for audience-focused optimization. Utilised SEO tools for data extraction, conducted page speed audits, and reported on SEO metrics.

Strux Inc - SEO Specialist Intern, Mumbai, India

Oct 2020 – March 2021

- Crafted and executed SEO strategies, leveraging tools such as Ahrefs, SEMRush. Proficiently addressed technical issues and established effective link-building strategies, collaborating with the webflow team for seamless SEO integration.

EnR Consultancy Services - Social Media Marketing Intern, Mumbai, India

Oct 2020 – Nov 2020

- A collaborative effort to use social media platforms to increase marketing channels. Created several posts for social media promotion.

Almond Group - Digital Marketing Intern, Pune, India

Aug 2020 – Sep 2020

- Crafted effective social media strategies and maintained client websites with timely updates, ensuring a seamless online presence and engagement.

CrawlMyLine - Digital Marketing Intern, Mumbai, India

Feb 2020 – Aug 2020

- Successfully executed SEO strategies, including on-page, off-page, and link building, for 5 B2B and B2C websites. Proficient in keyword research, webmaster tools, and google analytics.
-