

PROFESSIONAL SUMMARY

Experienced SEO Lead | Expertise in Driving Organic Traffic Growth | Certified Digital Marketing Professional with 6+ years of experience specializing in SEO, PPC, and digital marketing strategy. Proven success in driving organic search rankings, increasing traffic, and improving conversion rates for leading companies. Skilled in Google Analytics, Google Tag Manager, SEMrush, and advanced SEO tools. Seeking a leadership role in digital marketing to contribute my skills in a high-growth, dynamic environment. Seeking a challenging role in a progressive organization to leverage my skills and experience in contributing to the company's digital marketing goals.

WORK HISTORY

RankUno - SEO Lead

Pune • 06/2022 - 08/2023

- Responsible for the complete account with content review and optimization (blog and pages) to drive high organic traffic
- Frequent Client interaction to understand requirements and responsible for reporting and delivery
- Keyword research, competitor analysis and recommending new trending topics to ensure content is maintained on first page
- Achieved a 50% increase in search engine rankings for key competitive keywords.
- Led a team of 5 SEO specialists to deliver client projects on time, achieving an average customer satisfaction score of 90%
- Increased organic traffic by 35% over 6 months through content optimization and on-page SEO.
- Creating regular keyword research report, Monthly reports to demonstrate performance.

Candorworks - Sr. Digital Marketing Executive

Pune • 01/2021 - 06/2022

- Responsible for content review and optimization (blog and pages) to drive high organic traffic
- Keyword research and recommending new trending topics to ensure content is maintained on first page
- Creating Creatives for Ads and Social Media
- Improving website's aesthetics and quality
- Interlinking hierarchy to maintain structure and flow of website.

Upgrowth.In - PPC Executive

WEBSITES, PORTFOLIOS, PROFILES

- <https://www.linkedin.com/in/aabshar-siddiqui-31b685183>

EDUCATION

Seneca College

Toronto, Canada • 07/2024

Marketing Management Program: Digital Marketing

Great Learning /Great Lakes

India • 09/2020

Post Graduate Diploma in Strategic Digital

Marketing: Digital Marketing

Anjuman College of Engg. & Tech., Nagpur (RTMNU)

Nagpur, IN • 06/2015

B.E. Electronics & Telecommunications.

EXPERTISE

- Digital Marketing Skills: AdWords Display, SEO Optimization; Google Analytics, Bing Ads
- SEO Expertise: Off-page SEO, On-page SEO, Link building, keyword research, Technical SEO, SEO campaign strategist, increasing organic and referral traffic, Content optimization, Cleared Green belt certification conducted by Google and qualified for next belt.
- Digital Marketing tools: Google search console, Google analytics, Google tag manager, SEM rush, Sufu, Moz, Screamingfrog.
- Data Analysis: Skilled in interpreting campaign data, generating performance reports, and deriving actionable insights to optimize campaigns.

Pune • 07/2019 - 12/2020

- On Page and Off Page Optimization
- Maintaining WordPress website performance
- Content Optimization.

Kaalpanik Technologies LLP - Digital Marketing Executive

Pune • 07/2017 - 07/2019

- Helped make recommendations to resolve application performance problems
- Worked collaboratively with team to understand business needs and assist with a variety of technical initiatives
- Participated in weekly meetings and assisted supervisor with additional work.

Tech Mahindra - Support Agent

Pune • 06/2015 - 06/2017

- Resolve product or service problems by clarifying the customer's complaint; determining the cause of the problem; selecting and explaining the best solution to solve the problem
- Manage large amounts of incoming calls, generate sales leads and retrain the customers
- Handle complaints provide appropriate solutions and alternatives within the time limits
- Quickly built and maintained excellent relationships with corporate clients.

- Leadership and Teamwork: Client Management, Team leadership, Cross-functional collaboration.
- Communication: Strong written and verbal communication skills for collaborating with team members and presenting campaign strategies to clients.

| ADDITIONAL SKILLS

- Keyword research Analysis
- Leadership & Training
- Strategy and planning
- Technical SEO
- Process Improvement
- Paid Marketing
- Social Brand Management
- Digital marketing Framework
- Search Engine Optimization
- Pay per Click
- Mobile Marketing
- SEO expert
- On page and Off page Optimization
- Website Monitoring and Maintenance
- WordPress