



# ABHI PAL

AI SEO & Meta Ads | Organic Growth Strategist

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## Education

### Bachelor of Commerce (B.Com)

Delhi University

## Certifications

- Become an AI-Powered Markete
- Technical SEO & AI Search Essentials
- AI in Marketing

## CORE COMPETENCIES

- Digital Marketing Strategy
- AI-Powered SEO (AEO & GEO)
- Technical SEO & Website Auditing
- On-Page & Off-Page Optimization
- Keyword Research & SERP Analysis
- Content Strategy & Optimization
- Link Building & Outreach
- Google My Business (Local SEO)
- Conversion Rate Optimization (CRO)
- Organic Growth Marketing

## SOFT SKILLS

- Team Leadership & Coordination
- Client Communication & Reporting
  - Project Management & Strategy Planning
  - Creative Problem Solving

## About me

Results-driven Digital Marketing Specialist with 5+ years of experience in AI-powered SEO (AEO/GEO), Meta Ads, and Organic Growth Strategy. Proven record of driving up to **300%** organic traffic growth, improving keyword rankings from page **5** to **Top 3** positions.

Expert in technical SEO audits, meta ads marketing, and data-driven keyword strategies. Skilled in leveraging Google Analytics, Microsoft Clarity, Hubspot, GSC, SEMrush, Ahrefs, and AI tools to scale SaaS, IT, and eCommerce brands with consistent 40–50% MoM growth.

Aug 2023 – Present

## Experience

### Digital Marketing Executive

Quokka Labs | Noida, Uttar Pradesh (Hybrid)

- Leading full-funnel SEO & growth strategy for **runtheday.com**, a leading race registration and timing platform.
- Implemented AI-powered SEO (AEO/GEO) strategies that increased organic traffic by 300% and improved blog impressions by 400%+ within six months.
- Built and executed a content marketing framework that generated qualified inbound leads directly from blog content.
- Developed a content-led growth framework, targeting high-intent search queries for race organizers, event registration, and timing software.
- Optimized website structure, internal linking, and schema to improve crawl efficiency and Core Web Vitals (up by 40%).
- Collaborated with the design, development, and analytics teams to build data-driven dashboards for tracking organic KPIs and conversions.
- Enhanced EEAT signals and Core Web Vitals across key landing pages, boosting overall ranking stability.

### Digital Marketing Analyst

Nethues Technologies Pvt. Ltd. | Rohini, Delhi | Apr 2023 – Aug 2023 | On-site

- Executed technical SEO audits and fixed performance issues, improving crawlability & page experience.
- Improved 20+ keywords to Top 10 SERP, resulting in higher organic traffic and inbound inquiries.
- Conducted competitor gap analysis, helping content team build high-value landing pages.
- Used GA4 & GSC data to refine keyword targeting and increase click-through rate by 35%.

**Key Skills:** SEO Strategy, Technical SEO, Local SEO, Team Collaboration, Performance Analysis

### Digital Marketing Specialist

NetCom Learning | Noida | May 2022 – Mar 2023 | Remote

- Increased organic website sessions by 210% through on-page SEO and targeted blog strategy.
- Designed content-driven landing pages and blogs that generated consistent inbound B2B leads.
- Optimized content for 30+ keywords that ranked in Top 10 SERP for US markets.
- Managed social media campaigns boosting engagement by 3X on LinkedIn & Facebook.
- Enhanced SEO structure with schema, internal linking, and page load improvements.

**Key Skills:** SEO, SMM, Content Optimization, Keyword Strategy, Analytics Reporting

### Sr. Digital Marketing Executive

MobileCoderz Technologies | Noida | Apr 2021 – May 2022 | Hybrid

- Led a 4-member SEO team achieving 250% organic growth and measurable lead generation growth across projects.
- Built high-quality backlinks improving DA from 22 → 38 in 8 months.
- Created SEO-focused landing pages that increased form fill rates by 40%.
- Worked with designers and developers to improve UX, resulting in higher session time and conversion rates.

**Key Skills:** Off-page Strategy, Link Building, SEO Project Ownership, Team Coordination

Digital Marketing Executive

Sparx IT Solutions Pvt. Ltd. | Noida | Feb 2020 – Apr 2021 | Remote

- Executed complete SEO campaigns resulting in 120% increase in organic traffic.
  - Conducted keyword & competitor research to build strong content pillars.
  - Boosted website search visibility & engagement through blog promotion and SMO activities.
  - Supported technical optimization to maintain stable ranking trends.
- Key Skills:** On-page SEO, Off-page SEO, Content SEO, SMO, Analytics

Analytics & Reporting

- Google Analytics (GA4)
- Google Search Console
- Data Studio (Dashboard Reporting)
- SEMrush | Ahrefs | Screaming Frog | Ubersuggest
- Competitor & Backlink Analysis
- Keyword Gap & Content Opportunity Analysis

Tools & Platforms

- ChatGPT (AI Automation & SEO Content)
- WordPress | RankMath | Yoast SEO | Surfer SEO
- Canva | Figma (Creative Collaboration)
- Google Tag Manager (Tracking Setup)
- Excel | Google Sheets (Data Analysis)

Semrush Academy  
Certificate



Abhi Pal

is awarded this certificate of achievement for the successful completion of the

Technical SEO and AI Search Essentials with Semrush

Certificate expires 08.10.2026  
Certificate of completion b5201e19c1  
Certification exam Exam id-25

Rita Cidre  
Rosa Amato

Technical SEO & AI Search  
Essentials

Semrush Academy (Expires Oct 2026)  
Mastered AI-based technical SEO, site auditing,  
and search automation to improve website  
visibility and crawl efficiency.

Semrush Academy  
Certificate



Abhi Pal

is awarded this certificate of achievement for the successful completion of the

Become an AI-Powered Marketer

Certificate expires 09.10.2026  
Certificate of completion 9744a1c6db  
Certification exam Exam id-26

Michael Hage

Become an AI-Powered Marketer

Semrush Academy (Expires Oct 2026)  
Gained hands-on expertise in using AI tools to  
enhance SEO strategies, content performance, and  
campaign automation.



Certificate no UC-a87ed6c-af6d-4f5d-ae50-52756b68a9b5  
Certificate url udemy/UC-a87ed6c-af6d-4f5d-ae50-52756b68a9b5  
Reference Number: 0004

AI in Marketing

Instructors Victoria Rusnac

Abhi Pal  
Date Dec. 17, 2024  
Length 1.5 total hours

AI in Marketing

Udemy (Dec 2024)  
Learned how Artificial Intelligence transforms  
digital marketing by automating workflows,  
personalizing content, and optimizing campaigns  
for higher ROI.