



# 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.

## Experience

Aug 2023 – Present

### Digital Marketing Executive

Quokka Labs | Noida, Uttar Pradesh (Hybrid)

- Leading full-funnel SEO & growth strategy for **runday.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 EAT 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

## Semrush Academy Certificate



## Abhi Pal

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### Become an AI-Powered Marketer

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

Michael Hayes



CERTIFICATE OF COMPLETION

## AI in Marketing

Instructors Victoria Rusnac

Certificate no: UC-a07fe9bc-wbd-4510-w60-82756b8fb09b  
Certificate url: https://www.udemy.com/certificate/UC-a07fe9bc-wbd-4510-w60-82756b8fb09b/  
Reference Number: 0004

## 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.