

EMPLOYMENT

Sr. SEO Analyst	Cyntexa	March 2023 - Present
<ul style="list-style-type: none">• Drove a 45% increase in Marketing Qualified Leads (MQLs) by developing lead-generation resources and improving site architecture.• Executed end-to-end SEO strategies for SaaS product “ChargeON,” improving organic visibility and rankings across core transactional keywords.• Conducted technical SEO audits, enhancing site crawlability, indexability, and mobile responsiveness—leading to a 20% increase in engagement and mobile traffic uplift of 20%.• Led keyword gap and competitor analysis initiatives that improved brand visibility by 55%.• Collaborated cross-functionally with product, content, and design teams to build SEO content clusters and optimize conversion funnels.• Launched and optimized Google Ads campaigns for staff augmentation services, achieving a 3.6% CTR with measurable lead acquisition.• Leveraged Google Analytics, GA4, and Looker Studio to double organic traffic through actionable insights and data-backed iteration.• Led Generative Engine Optimization (GEO) for platforms like ChatGPT, Gemini, and Perplexity and Google AI Overview optimization to generate traffic from LLMs and featuring more than 50+ high-volume keywords.• Led a team of SEO specialists—driving execution, performance tracking, and campaign refinement.		
Sr. Digital Marketing Specialist	Ahead Websoft Tech (SocialEngine)	June 2022 – Feb 2023
<ul style="list-style-type: none">• Owned organic growth initiatives for a SaaS-based social platform—resulting in improved keyword positions and organic reach.• Conducted deep technical audits and restructured content architecture to improve page speed and UX.• Increased organic Facebook reach by 105% through targeted audience segmentation and content personalization.• Defined SEO and content requirements for blogs, landing pages, and product pages aligned with user intent and search trends.		
Digital Marketing Executive	Inausco Digital	July 2021 – May 2022
<ul style="list-style-type: none">• Conducted website audits and analyzed Search Console & GA4 data to identify and implement SEO optimizations.• Developed and executed content strategies, including defining content requirements, performing keyword research, and collaborating with the design team on creative assets and helped increase site traffic by 800%.• Developed and executed social media strategies to achieve marketing goals, including creating engaging YouTube video scripts.• Implemented comprehensive Local SEO strategies, including off-page SEO techniques and local SEO strategies using Google My Business and generated organic niche leads for the clients.• Managed and mentored team members, assigning tasks and monitoring project progress.		
Digital Marketing Executive	Drive Digital	April 2019 – March 2020

- Managed clients accounts and conducted website audits, analyzing technical SEO factors to improve site performance.
- Developed website architecture with optimized content and landing page structure.
- Used Search Console & Analytics to analyze data and inform SEO strategies for 8 clients at a time.
- Assisted in building ad copies and designing for landing pages.
- Defined content requirements for websites, blogs, and landing pages.
- Increased social reach through Facebook Ads and Instagram Ads (Meta Ads) for B2C-retail and B2B segments.

Jr. Digital Marketing Executive

Apps Shoppy

August 2018 – January 2019

- Worked on link-building strategies for international clients
- Created captions for social media posts
- Learned and performed keyword research
- Learned and performed website audits to find site issues

EDUCATION

- MBA-Distance (Marketing) from Jaipur National University - 2023
- M.Com from University of Rajasthan - 2021
- B.Com from University of Rajasthan - 2019
- Senior Secondary (Commerce-Maths) from Mahaveer Public School 2016

ACHIEVEMENTS

- Increased website traffic of a brand by 800%.
- Helped a site with a 105% increase in impressions.
- Helped a YouTube channel achieve a 1 Million mark & daily traffic increase by 56%.
- Helped a new YouTube channel monetize.
- Ranked 50+ keywords in AI search results via early adoption of GEO best practices.

CERTIFICATION

- Google Analytics Certifications
- HubSpot Inbound Marketing
- SEMrush International SEO
- LinkedIn Skill Assessment
- Google Digital Unlocked

TOOLS

- Google Analytics, Tag Manager, Search Console, Google Data Studio (Looker Studio)
- SEMrush, Ahref, Screaming Frog, Canva, Advanced MS-Excel.
- Wordpress, HTML, CSS, JS(Working Knowledge)