

# DEEPAK S

## SEO ANALYST

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## PROFILE SUMMARY

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SEO Analyst with 2 years of experience in Digital Marketing and 1.3 years in Traditional Marketing. Skilled in SEO strategy, keyword research, on-page and off-page optimization, and technical SEO. Proficient in using tools like Google Analytics, Search Console, SEMrush, and Ahrefs. Strong communication and client-facing skills gained through direct sales experience. I thrive in dynamic environments and am focused on delivering measurable results.

## WORK EXPERIENCE

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### SEO Specialist

*Freelance | Jan 2025 - Present | Chennai, TN*

Independent SEO consultant managing off-page SEO campaigns for small businesses.

- Worked on guest posting and backlink acquisition for clients in various niches.
- Practiced advanced SEO tools and tracked industry trends to refine optimization strategies.

### Marketing Executive

*Lupin Limited | Feb 2024 - Oct 2024 | Chennai, TN*

Leading Indian pharmaceutical company specializing in branded and generic formulations.

- Managed sales targets and ensured consistent prescription generation in assigned territory.
- Increased product visibility through strategic doctor engagement and chemist interactions.
- Conducted CME (Continuing Medical Education) programs and in-clinic promotional campaigns.
- Negotiated with chemists and stockists to maintain product availability and reach.
- Maintained detailed visit records and follow-up reports using CRM software.
- Enhanced communication and rapport with high-level healthcare professionals.

### Marketing Executive

*Micro Labs Limited | Jul 2023 - Jan 2024 | Chennai, TN*

Indian pharmaceutical company known for its strong presence in branded prescription medicines, including Dolo 650.

- Promoted pharmaceutical products to doctors, pharmacists, and healthcare professionals.
- Conducted in-clinic product presentations, emphasizing unique selling points and clinical efficacy.
- Built and maintained strong relationships with healthcare providers to drive brand loyalty.
- Monitored prescription trends and delivered insights to the marketing and sales teams.
- Kept updated on product knowledge, competitor activity, and compliance regulations.
- Ensured adherence to ethical marketing practices during field operations.

### SEO Analyst

*Iyanar Infotech Pvt Ltd | Jan 2021 - Nov 2022 | Chennai, TN*

A digital marketing agency specializing in SEO strategy and online visibility solutions.

- Boosted organic search traffic by 40% in 6 months through strategic keyword research and

optimization.

- Improved SERP rankings by 25% for high-value keywords via data-driven content strategies.
- Led planning and execution of SEO-focused content calendars, enhancing engagement and visibility.
- Enhanced on-page SEO through optimized meta tags, header structures, and internal linking.
- Acquired 50+ high-authority backlinks, increasing domain authority by 15 points in 3 months.
- Delivered monthly SEO reports using Google Analytics, Search Console, and Ahrefs, achieving consistent 10% MoM organic growth.
- Conducted comprehensive site audits and competitor analysis to refine SEO approaches and uncover growth opportunities.

## CERTIFICATIONS

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- **Google Analytics Certification** - Certificate No: 138257919
- **SEMrush Academy Certifications:**
  - **Technical SEO** - a387159419
  - **Backlink Management** - 425e044d45
  - **Keyword Research** - 55e38cd1c8
  - **Content-Led SEO** - d0c64bbe84
  - **Local SEO** - a45244b60e
  - **Mobile SEO** - 4ea23885f8
- **SEO Training Masterclass** - Certificate No: UC-8424170c-2d19-433b-b682-31624c5ff44b.
- **The Complete Digital Marketing Course** - Certificate No: UC-ffbf255b-ae72-4ee3-a521-d34ae834e5b4.

## SKILLS

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- **SEO & Strategy:** SEO Strategy & Execution, On-page SEO, Off-page SEO, Technical SEO, Keyword Research.
- **Tools:** Google Analytics, Google Search Console, Ahrefs, SEMrush, Moz, CRM Tools.
- **Content & Outreach:** Guest Posting, Link Building, Report Generation, Competitor Analysis.

## EDUCATION

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### **B.Tech in Automobile Engineering**

Hindustan Institute of Technology and Science | Chennai, TN | Jun 2015 - Apr 2019

### **Higher Secondary Certificate (HSC)**

St.Patrick's Anglo Indian Higher Secondary School | Chennai, TN | Apr 2015

### **Secondary School Leaving Certificate (SSLC)**

St.Patrick's Anglo Indian Higher Secondary School | Chennai, TN | Apr 2013

## DECLARATION

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I hereby declare that the information provided is true and accurate to the best of my knowledge.

Place: Chennai

Signature: Deepak S