

# DEEPAK S

Chennai, India | deepaks.seoanalyst@gmail.com | (+91) 8438110221 | LinkedIn | Portfolio

## EXPERIENCE

### FREELANCE SEO Specialist

Chennai, India  
Jan 2025 – Present

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

### LUPIN LIMITED Marketing Executive

Chennai, India  
Feb 2024 – Oct 2024

- 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.

### MICRO LABS LIMITED Marketing Executive

Chennai, India  
Jul 2023 – Jan 2024

- 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.

### IYANAR INFOTECH PRIVATE LIMITED SEO Analyst

Chennai, India  
Jan 2021 – Nov 2022

- 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

- 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

## EDUCATION

### HINDUSTAN INSTITUTE OF TECHNOLOGY AND SCIENCE *Bachelor of Technology In Automobile Engineering*

Chennai, India  
Jul 2015 – Apr 2019

### ST.PATRICK'S ANGLO INDIAN HIGHER SECONDARY SCHOOL *Secondary School (SSLC) & Higher Secondary (HSC)*

Chennai, India  
Apr 2013 | Apr 2015

## ADDITIONAL

- **Technical Skills:** SEO Strategy & Execution, On-Page SEO, Off-Page SEO, Technical SEO, Keyword Research, Guest Posting, Link Building, Report Generation, Competitor Analysis.
- **Tools:** Google Analytics, Google Search Console, Aherfs, SEMrush, Moz, Other SEO Tools, CRM Tools.
- **Languages:** Fluent in English, Tamil(native)
- **Soft Skills:** Communication Skills, Analytical Thinking, Problem-Solving, Attention to Detail, Adaptability, Time Management, Team Collaboration, Client Relationship Management, Self-Learning.
- **Others:** MS Office, Windows & Mac Operating System, Design Tools, Content Writing.