Neil Jose

+ 353 892127114 **|** ✉ neijose1958@gmail.com**|** 🔗 **|** 🌐 Portfolio **|** Visa Stamp: *1G*

Personal Summary

MSc graduate in Digital Marketing Strategy with 5+ years of experience in SEO across agency, in-house, and consultancy roles. Proven ability to deliver measurable results in technical SEO, on-page optimization, off-page/link building, and digital PR. Skilled in SEO analytics, intent-driven keyword research, and AI-assisted optimization tools, with a track record of driving growth in traffic, keyword visibility, and conversions for global clients. Now seeking to bring expertise as an SEO Specialist to help clients achieve long-term organic growth.

Work Experience

SEO Intern | December 2023 – December 2024
Digital Strategy Consultants (Case Study) | *Ireland, Dublin*

- Led a link-building and off-page SEO campaign that grew organic traffic from *221 → 487 (+120%)* and keyword visibility from *746 → 1,014 (+36%)* in just 4 months.
- Secured high-authority backlinks from Domain Rating 70+ sites achieving page 1 rankings for anchor terms like *"keyword research agency" (#1)*.
- Conducted bi-weekly technical SEO audits (schema, XML sitemaps, robots.txt) that improved crawl efficiency and indexing.
- Delivered **insights and performance reports** using GA4, GSC, and Ahrefs to track keyword rankings, traffic, and authority improvements.

Digital PR Specialist | January 2023 - June 2023
uSERP | *Colorado, US (Remote)*

- Consulted with clients to explain off-page SEO strategies and their impact on search visibility, helping clients understand and support long-term link-building initiatives.
- Analyzed client website content using Screaming Frog, identifying optimization opportunities that led to a 15–20% increase in relevance and backlink acquisition success.
- Worked cross-functionally with content and design teams to ensure alignment across SEO objectives and client deliverables.
- Compiled weekly reports on link-building pipelines using Ahrefs and Semrush, delivering actionable insights and recommendations that improved campaign efficiency and boosted referring domain growth by 25%.

SEO Specialist | March 2022 - December 2022
Technology Advice (Case Study) | *Nashville, US (Remote)*

- Executed outreach campaigns that increased referring domains from *11,732 → 14,988 (+28%)* in under 10 months.
- Improved Top 3 keyword rankings by *+28.6% (3,936 → 5,062)* and page 1 rankings (positions 4–10) by *+24.5% (13,305 → 16,570)*.
- Conducted regular technical SEO audits to improve crawlability, site speed, and mobile usability.
- Communicated results to SEO account teams through structured reports, highlighting long-term keyword visibility and authority growth.

Outreach Marketing Lead | November 2019 - February 2022
Acodez IT Solutions ([Case Study](#)) | *Kerala, India*

- Developed and executed SEO outreach strategies that increased organic traffic from *13,048 → 24,599* per month *(+88%)*.
- Achieved *+110%* growth in keyword visibility *(13,801 → 28,960)* and *+8%* in first-page rankings *(1,517 → 1,641)*.
- Secured high-authority backlinks from G2, Clutch.co, and other leading platforms.
- Produced and optimised 200+ new content pieces that improved relevance, keyword targeting, and conversions.
- Conducted technical SEO audits to resolve crawlability, site speed, and indexing issues, strengthening long-term performance.

Certifications

Full list of certifications: 🌐 Click here
- SEO crash course with Brian Dean ([certified](#), January 2023)
- Backlink Management Course ([certified](#), January 2023)
- Extensive knowledge of Google Analytics ([certified](#), September 2023)
- Knowledge of MS Excel ([certified](#), September 2023)
- Content Marketing, UC Davis ([certified](#), August 2022)

Skills and Tools

Full list of skills and tools: 🌐 Click here
- Off-page SEO
- On-page SEO
- Technical SEO
- Web Development ([GitHub](#))

Education

- *MSc Digital Marketing Strategy | 2024*
  Trinity College Dublin
  Core Modules:
    - *Digital Marketing Communication*
    - *Digital Marketing Practice*
    - *Digital Marketing Strategy*

- *Advanced Diploma in Digital Marketing | 2019*
  Aviv Digital
  Core modules:
    - Search Engine Optimization (SEO)
    - Marketing Analytics
    - Branding
    - Social media and content marketing

- *B.Tech Civil Engineering | 2017*
  Calicut University
  Core modules:
    - Engineering Mathematics
    - Engineering Economics & Principles of Management
    - Structural Analysis