

# Rahul Nair

📍 Bengaluru, Karnataka, India ✉ nair.rahul5681@gmail.com ☎ +919980898206 🌐 in/rahul-nair-156bba4b/

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## SUMMARY

SEO Specialist with 6 years of experience in all aspects of SEO, including on-page, off-page, keyword analysis, and link building. Proven ability to analyze and improve organic traffic and outreach efforts. Experience in digital marketing, branding, and new business strategy across multiple industries.

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## EXPERIENCE

### SEO Specialist

#### Webnine Solutions

February 2022 - Present, Bengaluru

- Devised and implemented robust digital acquisition plans, ensuring precision with reporting, budgets, and re-forecasts.
- Manage digital SERP streaming accounts to improve brand positioning and growth.
- Research SEO keywords to use throughout the company's website and marketing materials.
- Source and develop new strategic partnerships, social engagements, and advertising opportunities that generate new revenue streams.
- Increased conversion rates by 15% + on client's web-based service offering through SEO Strategies.

### Marketing Executive

#### Stalkus Digital

January 2021 - February 2022, Bengaluru

- Boosted Google SERP rankings for clients through the creation of informative, high-quality organic content for company blogs, websites, and social media accounts.
- Conducted keyword research in order to identify high-volume keywords to target, negative keywords to avoid, and an analysis of competitor's keyword rankings.
- Facilitated a successful rebrand campaign focused on refreshing and repositioning a client's brand.

### Marketing Manager

#### Vasp Information Technology

March 2018 - January 2021, Bengaluru

- Developed/implemented SEO recommendations that improved SERP.
- Developing e-commerce strategy & supporting the business in implementing it.
- Developed & applied strategic digital marketing plans to drive key marketing metrics.
- Deployed specific tactics to support the overall strategy and help achieve desired results.
- Growth hacking, A/B testing, PPC, email campaigns.

### Executive Operations

#### Flipkart

August 2017 - March 2018, Bengaluru

- Undertake sensitive and confidential liaison on behalf of the Manager with senior staff, industry and commercial partners of the company.
- Joined new pro escalation team to deliver the high level issues with prime customers and clients.
- Analysed and reported critical issues on escalation.

### Jr. Accountant

#### Cohera Automations

March 2016 - April 2017, Bengaluru

- Maintained Companies daily working P&L, Balance sheet.
- Reporting inventory moments.
- Cost cutting for transport and handling.

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## EDUCATION

### Bachelor's of Business Management

Minor in Marketing • Amrita University • Mysore • 2015 • 6.7

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## CERTIFICATIONS

### Certified SEO for Social Media

LinkedIn • 2022

### Marketing & Retail Analytics - Advanced

Great Learning • 2022

## **SEO Strategies**

Great Learning · 2022

## **Advance Google analytics**

LinkedIn · 2022

## **Advanced SEO: Search Factors**

LinkedIn · 2022

## **Programmatic Advertising Foundations**

LinkedIn · 2022

## **Google Ads Display Certification**

Google Digital Academy · 2022

## **Google Digital Garage Certification**

Google Skill shop · 2021

## **Google My Business Optimisation**

Google Skill Shop · 2021

## **The Ultimate SEO Training 2022 + SEO For Wordpress Websites**

Udemy · 2021

## **Digital Marketing**

Udemy · 2021

## **Certified SEO Masterclass**

SEMLY Pro · 2021

## **Google Analytics Certifications**

Udemy · 2019

## **Certificate of Merit Tech-Ad event**

Amrita University · 2014

## **Certificate in Computer Application**

2010

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## **SKILLS**

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Google Analytics

Google Search Console

SEMrush

Tableau public

Google Ads

Facebook Insights

Facebook Creative Tool

Wordpress

Local SEO

Email Marketing

Data Studio

Ahrefs

MS office

Screaming Frog

Hosting and Server