

Saurabh Rauthan

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PROFESSIONAL EXPERIENCE

SEO Executive at 360 Digital Idea

Nov 2024 - May 2025

- Conducted on-page SEO audits for **30+ websites** to enhance crawlability and user experience.
- Improved Core Web Vitals by **40% through schema markup** and fixing technical SEO issues.
- Published **80+ SEO-optimized blogs** monthly using WordPress and Elementor.
- Boosted referral traffic by **60% using competitor backlink analysis** with **Ahrefs & SEMrush**.
- Built **5,000+ backlinks** via guest posts, classifieds, and business listings.
- Increased session duration **2x by executing smart internal linking** strategies.
- Tracked SEO KPIs via **GSC & GA4** delivered monthly reports on keyword and traffic growth.

Off-Page SEO (Freelance)

Jan 2025- Apr 2025

- Generated **300 high-quality backlinks** weekly from **80+ DA** websites with **low spam scores**.
- Achieved **top 10 rankings** for **targeted keywords** in international markets through **Medium posts**.
- Developed and distributed engaging **Canva banners** across platforms like **Pinterest, DeviantArt, etc.**
- Created and shared over **100 keyword-optimized PDFs** across various platforms for increased brand visibility.
- Researched **50+ long-tail keywords** using **Google Keyword Planner, SEMRush, and Ahrefs** for optimized content.
- Drove targeted traffic by adding **150+ concise**, topic-specific short-form content copies for niche **forums**.

EDUCATION

Bachelor of Commerce , Hemvanti Nanadan Bhuguna Garhwal University (Uttarakhand)

Aug 2021 - Jul 2024

- 72%

Intermediate, B.R.M.S Pauri Garhwal

May 2020 - Mar 2021

- 61%

POSITIONS OF RESPONSIBILITY

Oct 2022

- **Led 250+ students** in House, promoting teamwork and leadership for academic, social, and personal growth.
- Selected **70 students** based on their strengths and interests, guided them to participate in over **10+ competitions**, and consistently secured **first and second** positions.
- Achieved first place among four houses, leading to our victory and the **championship trophy**.

CERTIFICATIONS

Google Digital Garage Certified

Oct 2024

- **Received** Google Garage certification post clearing the exam on Digital Marketing fundamentals and completed **~40+ hours** of training on multiple topics including **Google Ads, SEO, Content Marketing**

HubSpot Content Marketing Certified

Oct 2024

- **Scored 86.67%** in the **first** attempt and passed the **HubSpot exam** on Content Marketing based on **~10+** hours of training

Digital marketing certificate from internshala

Oct 2024

- Received **digital marketing training certification** post clearing the eXam on digital marketing and complete **8 weeks online training**

EXTRA CURRICULARS

Sports

- Represented my school in **football**, culminating in victory at the **district level** tournament among **10 competing teams**.