

# DHEEPAK A

Digital Marketing Analyst | SEO & SEM Specialist | Social Media Marketing

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## SUMMARY

Effective **Digital Marketing Analyst** with over 3.7 years of experience in driving brand awareness, engagement, conversion, and traffic through strategic SEO, Content Strategy And SEM, and social media initiatives. Proven track record in developing and executing marketing campaigns that significantly increase online presence and sales.

## EXPERIENCE

SEO Marketing Specialist 06/2024 - Present  
Saturn Realtech Private Limited Bangalore, India

- Led a team of 4 in developing a comprehensive **digital marketing strategy**, resulting in a 40% increase in organic traffic within 6 months.
- Implemented a targeted **SEO** campaign that boosted keyword rankings for 20+ major keywords, driving a 25% increase in online leads.
- Handled an SEO project** : for an Prop-tech site, driving a 40% growth in organic traffic through strategic content optimization and backlink acquisition within 3 months.
- Aware Of tools like **Google Search Console** and **Screaming Frog** to monitor crawl issues, check for errors, and identify indexing issues.
- Optimize the Site Structure and Navigation Created and regularly updated XML and KML sitemap that includes all important pages (like property listings, categories, and landing pages) so search engines can find and index content easily

Digital Marketing Analyst 11/2023 - 05/2024  
Techasoft Pvt Bangalore, India

- Optimized website content for a portfolio of 50+ clients, improving average **search rankings** by over 10 positions.
- Collaborated with web developers to ensure **SEO** best practices were implemented, resulting in a 20% decrease in bounce rates.Analyzed competitor SEO strategies to identify opportunities for improvement, driving a 15% increase in market share.
- Enhanced **Local SEO** Presence: Optimized Google My Business (GMB) profile managed local citations, and ensured NAP (Name, Address, Phone number consistency to dominate local search rankings for dubai based real estate LLC's
- Fostered Cross-Channel Team Collaboration: Worked closely with marketing, design, and sales teams to align SEO And SMM , **Email Campaigns** initiatives with broader business goals To Reach Better ROI.
- Refined Technical SEO**: Identified and resolved technical issues, such a broken links, crawl errors, and slow loading times, ensuring a seamless user experience and compliance with Google's core web vitals.
- Executed a PPC campaign that generated \$10K in Return On Investment

Junior SEO Analyst 09/2021 - 09/2023  
Ascend Soft Bangalore, India

- Put Winning **SEO Strategies** Into Practice: Enhanced content visibility an ranking for competitive keywords by conducting in-depth keyword research to find high-value search terms specific to the real estate sector.
- Executed **Off-Page SEO Campaigns**: Built authoritative backlinks throug partnerships with real estate blogs, directories, and local business networks, boosting domain authority and online reputation.

## EDUCATION

Post Graduate In Strategic Digital Marketing 09/2023 - 05/2024  
Great Learning Bengaluru

Bachelor of Engineering 2015 - 2019  
Sethu Institute of Technology Madurai, India

## LANGUAGES

English Advanced ●●●●● Tamil Native ●●●●●

## SKILLS


SEO · Content Marketing ·  
Social Media Marketing ·  
Digital Advertising · Marketing Analytics ·  
SEMrush · Keyword Research ·  
Backlink Strategy · Google Analytics ·  
AdWords


## NOTABLE INSIGHTS

Over Advanced 50+ SEO Audits  
50+ handmade SEO audits. Tailored strategie to enhance your visibility and drive traffic


Capstone Project In Marketing  
Analyzed the performance of a multi-channel digital marketing campaign to improve ROI and engagement. The project included developing a comprehensive strategy involving SEO, PPC, social media, and email marketing. Leveraged tools like Google Analytics and Tableau to monitor KPIs, optimize ad spend, and implement A/B testing, resulting in a 25% increase in website traffic and a 15% boost in conversion rates


## CERTIFICATIONS

 **Diploma In Digital Marketing**  
Focused on mastering basics of SEM , SMM , Youtube SEO And for deep insights of Advertising and Marketing.

 **Freelance Content Writing**  
Learned And Certified for Freelance Content Writing For Marketing Course on MyCaptain

## KEY ACHIEVEMENTS

 **40% Increase in Organic Traffic**  
With Effective And Profitable Digital marketing initiatives that resulted in a 40% increase in organic traffic within 6 months.

 **Ranked 1St In SERP's And Maintained It**  
Achieved top rankings for target keywords like "Ultra luxury Apartments In Bangalore" and Some Project Wise Keywords With High SV