

# Suresh Bhatt

D.O.B – 22nd Jan 1999

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## OBJECTIVE

Highly enthusiastic and results-driven marketing professional seeking to contribute my expertise in SEO and digital marketing to bolster company presence on the web, drive business growth, and enhance overall brand value.

## SKILLS

- Strategic SEO Planning & Execution
- Content Strategy & Monthly Calendar Planning
- Keywords Mapping & Projection
- High Quality Guest Posting via Outreaching
- Quora Marketing
- Analytics and Performance Measurement
- Project Management, Execution & Progress Tracking
- Team Management & Weekly/Daily Tasks Delegation

## PROFESSIONAL EXPERIENCE

**Position:** SEO Consultant (Self Employed)

### Offerings and Services:

- SEO Consulting
- Content Strategy & Calendar Planning
- High Quality Links Building

### Clients Served:

- EuroSchool India (Education)
- iQuanta (Education)
- The F\* Word (Fashion Technology)
- The Hosteller (Travel)
- Krisumi Corporation (Real Estate)
- Wonder Cement Limited (Cement Manufacturing)

**Tenure:** May 2023 - Present

- Consulted SEO growth for clients including: **EuroSchool India, Wonder Cement Limited, The F\* Word, Krisumi Corporation, iQuanta**
- Managed Content Strategy & Calendar Planning

- Consulted Technical SEO Fixes utilizing Google Search Console, SEMrush & Ahrefs
- Managed business outreaching activities for **Guest Posting**
- Oversaw freelance off page SEOs for other link building activities like Article Submissions & Quora
- Gained ample experience in accounts management, clients servicing & team management - ensuring smooth project execution with solid performance tracking in place

#### **Tools Proficiency:**

- Ahrefs / SEMrush
- Clickup/Trello for tasks management
- Excel or Google Sheets (Project Management & Progress Tracking level proficiency)
- Google Analytics & Google Search Console
- Microsoft Clarity

**Position:** SEO Lead

**Organization Name:** GyanDhan ([www.gyandhan.com](http://www.gyandhan.com))

**Offerings & Service:** Education Loan for Abroad Studies

**Tenure:** June 2022 – May 2023

- Spearheaded website maintenance and organic growth for GyanDhan, a leading education loan provider for studying abroad.
- Orchestrated SEO strategies covering content, user experience, and technical aspects, resulting in a seamless search experience for users.
- Led and mentored a team of 7 individuals (3 SEO Executives & 4 Writers), conducting periodic training and performance reviews.
- Developed and executed content strategies for increased organic traffic and improved search engine rankings.
- Collaborated with a diverse marketing team, contributing to campaign brainstorming and providing inputs on content marketing, PR, email marketing, YouTube marketing, and webinar marketing.
- Responsible for improving conversion rates for important pages, leads generation, and conversion rate optimization.
- Analyzed data to identify low, average & high performing pages and formulate strategies to enhance overall leads.
- Conducted A/B testing to optimize page performance.
- Managed core technical SEO tasks and worked collaboratively with the technical and product teams for tech-related changes.
- Gained proficiency in project management, organizing sprints, finalizing tasks for each sprint, and determining timelines based on team availability and work hours.

#### **Achievements:**

- Identified & revamped highly potential leads generating pages including: Study Abroad Scholarships Section, University Pages, Study Abroad Exams (IELTS, GRE, TOEFL, DuoLingo). Increased the number of leads (study abroad loan) via these pages

- Achieved 200% traffic growth on University Pages & managed to beat highly-authoritative rivals & competitive keywords including “conestoga college”, “university of Texas Dallas”, “Study Abroad Scholarships”
- Achieved

**Position:** Business Development & Marketing

**Organization Name:** Quokka Labs LLP

**Offerings & Services:** Web & Mobile Apps Development

**Tenure:** Jan 2020 - Dec 2020

- Joined Quokka Labs when it was a young startup, contributing to both business development/sales and marketing aspects.
- Responsible for generating high ticket leads from clients seeking mobile app development, website, or web app development services.
- Created and customized proposals based on client requirements, leading pre-sales calls, and driving sales closure.
- Utilized bidding platforms like Upwork, Freelancer, and Guru to find potential leads for the company's services.
- Employed proactive tactics to analyze business profiles, funding information, and expansion plans of potential clients to initiate outreach.
- Established an outreach database to streamline sales efforts and improve lead management.
- Implemented event tracking using GTM to analyze user behavior on the website.
- Conducted email marketing and WhatsApp marketing for outreach and lead generation.
- Monitored “Request for Proposal” opportunities on various portals, including government eProcurement portals.
- Utilized tools such as LinkedIn, Hubspot CRM, Google Sheets, Word, Powerpoint, Google Analytics, and more to effectively reach out to potential business owners

**Position:** Assistant Manager - Search Engine Optimization

**Organization Name:** POPxo

**Tenure:** Jan 2019 - Apr 2019

- Developed and executed a comprehensive SEO off-page plan, including guest posting, article marketing, and Quora marketing.
- Analyzed website backlink health and disavowed toxic links to avoid Google penalties.
- Collaborated with the writing team to plan and manage content for off-page SEO activities.
- Mentored content writers on producing content for off-page and advanced link building.
- Conducted industry research to identify topics for trending traffic.
- Trained a team of 8+ SEO executives in executing quality link-building processes.
- Managed the SEO team's tasks and maintained good working relationships.

**Position:** Search Engine Optimization Executive

**Organization Name:** Techmagnate

**Offerings & Services:** Digital Marketing & Technology

**Tenure:** Mar 2018 - Jan 2019

- Executed off-page optimization strategies under the mentorship of the Sr. SEO Executive and Asst. Manager.
- Explored lead generation opportunities via Quora for the SEO campaign of Max Healthcare.

- Managed and published marketing content, including articles and press releases.
- Created effective off-page marketing strategies to increase brand visibility and reputation.
- Engaged in content marketing, including guest blogging, article publishing, and blog publishing.
- Conducted online reputation management and pre-launch market research.

**Position:** Search Engine Optimization Internship

**Organization Name:** POPxo

**Tenure:** Dec 2017 - Mar 2018

- Revamped existing content to increase visibility.
- Optimized videos for Google Videos Search and YouTube.
- Implemented internal linking best practices to improve website structure.
- Conducted competition analysis, keywords research, and website SEO technical audit.

## **OTHER WORK EXPERIENCE & SKILLS**

- Working knowledge of technology stack & languages including HTML, CSS, JavaScript, React, NodeJs
- Proficient in various digital marketing aspects, including SEO, Social Media, Email Marketing, PR, Affiliate Marketing, Dropshipping, Ecommerce, Leads Generation, Conversion Rate Optimization, Funnel Optimization, and A/B Testing.
- Familiarity with website building tools and CMS like WordPress, Shopify, Wix, and WooCommerce.
- Strong understanding of user search intent to improve content for enhanced SEO performance.
- Experienced in competition analysis, SEO audit, and backlinks audit to optimize website performance.
- Good project management skills – accomplishing work based on sprints & determining timelines based on work hours availability

## **DECLARATION**

I hereby declare that all information provided in this document is true and correct to the best of my knowledge and belief.

Name: Suresh Bhatt