



BHAVANA BAIS

Digital Marketing Manager – SEO |
E-commerce | SEM | SMO | Content
& Growth Strategist

Contact

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Education

Bachelor of Engineering Degree

Bansal College of Engineering,
Bhopal in Electronics &
Instrumentation stream in the year
of 2007

Skills

- SEO Strategy & Execution
- Google Analytics, Search Console, SEMrush, Ahrefs
- CMS Management (WordPress, Shopify, etc.)
- Schema Markup & Structured Data
- Presentation Skills
- Schema Markup & Structured Data
- Content Optimization & Strategy
- Team Leadership & Client Communication
- CRO & UX Recommendations

Language

- English
- Hindi

Professional Experience

**Till
Date**
–
2019

Digital SEO Marketing Manager

CHL Marketing Solutions Pvt. Ltd

- Developed and executed digital strategies, resulting in a 25% increase in annual revenue. Managed a portfolio of 10+ clients, achieving a 95% customer retention rate.
- Conducted market research to identify new business opportunities and target prospects.

2018
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2017

Digital Marketing Leader

Zeven World (SX Sports Private Limited)

- SEO/SEM/SMO, Website Review, Link Research, Link Building, Generating Visitors, Traffic and Conversion Reports with Google Analytics, Keyword research using Google Adwords and Digital Marketing
- Proven track record in increasing organic traffic, improving search engine rankings, and enhancing user experience. Adept at managing cross-functional teams, implementing technical audits, and optimizing content for ROI. Passionate about staying ahead of algorithm updates and industry trends.

2016
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2014

Digital Marketing Expert

DS-MAX Properties Pvt Ltd

- Analyze a website with SEO (On page & Off page Optimization) and Maintain Websites

2013
–
2010

SEO Expert

Web Comet Technologies (Ocean Group)

- Analyze a website with UI/UX, HTML email templates, PHP form testing.

2010
–
2007

Senior Research Analyst

Better Marketing Services

- Manage online database, Updating & uploading data on CRM, Web to web entry, Market & Internet research analyst.

Certifications

Google Analytics

HubSpot Content Marketing Certification

SEMrush SEO Toolkit Course

Key Projects

SEO Manager

Jan 2021 – Present – <https://www.motherhoodindia.com> (B2C Client)

Led SEO strategy and execution for clients across industries: Motherhood Hospitals

Achieved a 120% increase in organic traffic for Motherhood Hospitals in 6 months

Conducted technical audits, content strategy, & link-building for multiple high traffic websites

Optimized website, resulting in 3x growth in organic sales

Improved keyword rankings by 70+ positions for high-conversion keywords

Reduced bounce rate by 30% through content and UX-focused SEO

SEO Manager

Dec 2022– Present – <https://www.jato.com> (UK – B2B Client)

Led SEO strategy and execution for clients across industries: Jato Dynamic

Achieved a 42% increase in organic traffic for JATO Dynamics in 6 months

Optimized website, resulting in 2x growth in organic sales

Improved keyword rankings by 241 + positions for high-conversion keywords

SEO Manager

March 2019– Jan 2025 – <https://www.ckcjewellers.com> (E-commerce Client)

Led SEO strategy and execution for clients across industries: ckcjewellers

Reduced bounce rate by 30% through content and UX-focused SEO

Optimized website, resulting in 4x growth in organic sales

Improved keyword rankings by 742+ positions for high-conversion ROI keywords

Digital Marketing Executive

July 2023– March 2025 – <https://myceryne.com/> (USA E-commerce Client)

Led SEO strategy and execution for clients across industries: Ceryne

Conducted technical audits, content strategy, & link-building for multiple high traffic websites

Optimized website, resulting in 6x growth in organic sales

Managed end-to-end **marketplace** optimization across platforms like **Amazon, Flipkart, Meesho, and Nykaa**

Optimized product listings (titles, bullets, descriptions, A+ content) to improve discoverability and conversion

Boosted average monthly sales by 40% on Amazon through strategic pricing, keyword targeting, and promotions

Conducted competitor analysis and updated listings based on trends and seasonal demand

Achievements

Grew organic traffic by 42% YoY for an e-commerce client in 12 months.

Ranked over 45 primary keywords on Page 1 of Google within 6 months.

Successfully led SEO migration during a website redesign, maintaining rankings and traffic.

Received multiple appreciation E-mails from Clients.

First Prize Winner in State Level Katthak Competition.

Areas of Expertise Tools & Platform

SEMrush

Google Analytics

Google Search Console

Ahrefs

Screaming Frog

WordPress

Shopify

Yoast SEO

Google Data Studio

Tag Manager

SEO Ai tools – Chat Gpt, SurferSEO, claude, proxymity, presentation ai