



KEYA BANERJEE

SEO & DIGITAL MARKETING SPECIALIST

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PROFESSIONAL SUMMARY

Results-focused SEO focused Digital Marketer with 3+ years of experience driving organic growth, keyword ranking improvements, and conversion rate optimization, and 5+ years of experience in content marketing. Proven ability to scale organic traffic by 45%+, secured 30+ first-page keyword rankings in competitive niches, improved paid media performance, and executed full-funnel digital strategies. Expert in technical SEO, content marketing, link building, and data analysis to maximize visibility and business outcomes. Adept at leading teams and collaborating cross-functionally across B2B and B2C domains.

CORE SKILLS

- **SEO Strategy:** On-Page SEO, Off-Page SEO, Technical SEO, Site Audits, Competitor analysis, Core Web Vitals, Local SEO, International SEO, E-commerce SEO, Link Building, Digital PR, Content Marketing
- **Content Optimization:** Keyword Research, Content Audits, Topical Authority, Content Gap Analysis, Schema Markup, Content writing
- **Performance Marketing:** Google Ads, PPC Campaigns, CTR/CPC Optimization, A/B Testing, Lead Generation
- **Collaboration & Reporting:** SEO Reporting, Data Interpretation, Stakeholder Communication, Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

Sr. Digital Strategist (Contract) | Entries AI - Bangalore, India | Feb 2025 - April 2025

- Developed integrated SEO and Google Ads strategy, resulting in a **35% increase in MQLs within 60 days**.
- Conducted keyword research & topical mapping to enhance content relevance.
- Executed a technical SEO audit, **reducing page load time by 1.8s** on average.
- Acquired 15+ high-quality backlinks (DA 50+) through outreach and guest contributions.
- Launched and optimized Google Ads campaigns with a **15% CTR improvement**.

Sr. SEO Analyst | The Knowledge Academy - Bangalore, India | Sep 2024 - Dec 2024

- Performed in-depth keyword research and SERP analysis, **increasing course page impressions by 30%**.
- Used competitor analysis to identify **content gaps and improve topical coverage**.
- Optimized 50+ course pages & developed SEO-friendly content strategies, improving search visibility and **CTR by 20% within 60 days**.
- Enhanced structured data and schema, improving rich snippet eligibility.

Sr. Digital Marketing Executive | CredR - Bangalore, India | Jan 2024 - Aug 2024

- Increased organic sessions by **40% within 90 days** through site optimization, technical SEO fixes, and high-volume keyword targeting.
- Achieved **first-page rankings for 6 competitive keywords** in the automotive niche, improving inbound lead flow.
- Led a 5-person team (SEO and content), ensuring KPI alignment and campaign execution.
- Improved Google Ads campaign performance, **cutting CPC by 12% and increasing lead volume by 18%**.
- Built over 20 high-authority backlinks (DA 50+) through guest posts and digital PR.

SEO Analyst | FirstPrinciples - Bangalore, India | Jan 2022 - Oct 2023

- Grew organic traffic by **35% in 4 months** using keyword clustering and intent-based content.
- Achieved **top SERP rankings for 10+ competitive SaaS keywords**.
- Diagnosed and corrected Core Web Vitals issues on 3 properties, enhancing mobile usability and speed.
- Managed backlink outreach campaigns resulting in **60+ links (DA 50+)**.

Freelance Digital Marketer & Content Strategist | Various Clients (D2C & Local Businesses) - India | 2017 - 2022

- Launched and managed Meta Ad campaigns with INR 10,000/month budgets, generating 30–60 leads/month.
- Produced SEO web content for 30+ clients in SaaS, healthcare, finance, and lifestyle sectors, for international and domestic clients.
- Optimized landing pages with CRO best practices, achieving a 22% conversion increase.
- Produced 100+ SEO-friendly content, including blogs, whitepapers, and product descriptions across industries.

ADDITIONAL EXPERIENCE

Content Team Lead | Alivenet Solution - New Delhi, India | May 2015 - Sep 2016

- Managed a team of 5 and executed an editorial strategy, **improving organic visibility by 50%**.
- Delivered 300+ optimized content - including blog posts, press releases, and social media content, aligned with keyword and search intent.
- Conducted keyword research, regular content audits, resulting in improved rankings for 60+ legacy pages.

Correspondent Writer | VAR India Magazine - New Delhi, India | Mar 2014 - Apr 2015

Wrote editorials, articles, case studies, and press releases for B2B tech readership.

Content writer | R.K WordWiz - Kolkata, India | Aug 2013 - Jan 2014

Developed content for websites, articles, blog, press releases.

TOOLS & PLATFORMS

- **SEO & Analytics:** Google Analytics, Google Search Console, Ahrefs, SEMrush, Moz, Screaming Frog, Sitebulb, Schema Builder
- **Paid Ads:** Google Ads, Google Tag Manager, SpyFu
- **Content & CMS:** WordPress, Frase, BuzzSumo
- **Social Media & Design:** Canva, Buffer

ENTREPRENEURIAL PROJECTS

Partner, Taanjore By Keya - Mumbai, India | 2020 - 2022

- Founded a homegrown fashion label focused on Indian handloom wear. Managed design, production, and marketing.
- Led organic and paid social campaigns, achieving **40% sales via Instagram and WhatsApp commerce**.

EDUCATION

- Certificate in Digital Marketing Master Course, DigitalVidya
- MA in Mass Communication, Sikkim Manipal University
- PG Diploma in Television & Radio Production, Apeejay Institute of Mass Communication
- BA in Media Science, West Bengal University of Technology

CERTIFICATES

- Google Fundamentals of Digital Marketing
- Google Ads Certifications (Search, Display, Video, Apps)
- HubSpot: SEO, Inbound, Email Marketing, Social Media
- Google My Business Certificate

LANGUAGES

English (Fluent)

Bengali (Native)

Hindi (Fluent)