

SUBHAM BISWAS

Senior SEO Analyst

+91 9668811155

Rayagada, Odisha

subhambiswasaei@gmail.com



PROFESSIONAL SUMMARY

Experienced **Senior SEO Analyst** with a **6.5 year** track record specialising in developing effective SEO strategies, analytics, tracking tools, and comprehensive reporting. Expert in guiding SEO initiatives for medium-sized businesses and driving successful traffic generation strategies for large-scale clients.

EDUCATION

GIET UNIVERSITY, GUNUPUR,
ODISHA

06/2015 - 05/2019

B TECH - Applied Electronics and
Instrumentation Engineering,
Computer Science Hons

MAHARSHI GURUKUL, GUNUPUR,
ODISHA

2013 - 2015

Intermediate in **Science**

SKILL

- On-Page SEO
- Off-Page SEO
- Social Media Marketing
- Interactive Marketing
- SEO strategy development
- Project Management
- Keyword Optimization
- Traffic Optimization
- Content Creation
- Knowledge of HTML and CSS
- Google Analytics
- Google Search Console
- Competitive analysis
- SEMrush
- Ahrefs

WORK EXPERIENCE

Momjunction Pvt LTD, Hyderabad - Senior SEO Analyst

OCTOBER 2021 - CURRENT

- Worked closely with the team to diagnose critical SEO issues and deliver effective solutions.
- Utilized website analytics data insights to enhance strategic planning and improve user satisfaction.
- Proposed enhancements to website architecture, content, and internal linking to strengthen SEO rankings for target keywords.
- Created reports to monitor website performance, analyze search rankings, and strengthen domain authority.
- Worked collaboratively with designers, copywriters, and developers to craft effective search marketing campaigns.
- Created link-building strategies to boost site authority and visibility.
- Strategized and deployed targeted content marketing efforts to increase organic search visibility and traffic.
- Partnered with development teams to ensure SEO best practices were integrated into new website builds.

Webmyne Systems PVT. LTD, Vadodara, GJ - SEO Executive

January 2019 - October 2021

- Generated detailed website performance reports using Google Analytics to guide strategic improvements.
- Stayed updated on search engine algorithm updates and industry trends to ensure cutting-edge SEO practices.
- Monitored e-marketing and social media campaign outcomes to optimize future initiatives.
- Conducted in-depth research and analysis to develop high-impact online marketing strategies.
- Performed keyword research to precisely target client demographics and improve SEO performance.
- Executed link-building initiatives to enhance domain authority and organic reach.
- Audited and optimized client websites to address technical issues and improve overall SEO health.
- Conducted comprehensive site audits for new clients to identify opportunities for growth.

CERTIFICATIONS

- Dot NET (.NET)
- Oracle (DBMS)
- Certified Automation Engineering (PLC and SCADA)

LANGUAGES

- English
- Hindi
- Bengali
- Odia
- Telugu
- Gujarati

HOBBIES AND INTERESTS

- Travelling
- Music
- Surfing Internet
- Social Media