

Dynamic Senior Marketing Analyst with over 8 years of experience, specializing in SEO, Email Marketing, and digital marketing strategy development. Proven track record of driving organic traffic growth, improving email campaign performance, and implementing data-driven marketing solutions. Expert in analyzing marketing metrics, optimizing conversion rates, and developing comprehensive digital marketing strategies that deliver measurable results.

## **Skills**

Search Engine Optimization (SEO) | On-page Optimization | Off-page Optimization | Email Marketing | Technical SEO | Marketing Analytics | Google Analytics | Search Console | Google Ads | SEMrush | Ahrefs | A/B Testing | Email Automation | List Segmentation | Content Strategy | Link Building | Marketing Automation | Data Analysis | Campaign Optimization | CRM Systems | Project Management | Team Leadership | Stakeholder Management | Performance Tracking | Digital Marketing | Conversion Rate Optimization | HTML | CSS | JavaScript | WordPress | PHP

## **Experience**

### **Senior Marketing Analyst**

#### **LateShipment**

**Sep 2013 - Feb 2025**

- Implemented comprehensive SEO strategies resulting in 150% increase in organic traffic and top 3 SERP rankings for key terms.
- Led technical SEO projects improving site performance by 65% and mobile responsiveness by 85%.
- Conducted in-depth keyword research and competitive analysis, leading to 80% increase in organic conversions.
- Built comprehensive analytics dashboards to monitor SEO and email performance metrics.
- Planned and executed the launch of the Delivery Management Suite to retailers across the US, Canada, UK and Australia.
- Determined target platforms and devised distribution strategies for assets and collateral. Generated demand and leads through online marketing and partnerships.
- Achieved over 150% increase in sign-ups for LateShipment.com in US and Canada.

- Handled major commercial market integrations, including Shopify, Bigcommerce, Magento, 3dcart, Klaviyo, Gorgias, Zoho, Freshsales and Freshchat.
- Planned and implemented PR strategies and published LateShipment.com's logistics report in over 20 major publications, including RetailDive, Reuters, Washington Post, LATimes, and SupplychainDive.
- Developed and executed email marketing campaigns achieving 35% open rates and 22% click-through rates.
- Created automated email nurture workflows that increased customer retention by 40% and reduced churn by 25%.
- Implemented A/B testing programs improving email conversion rates by 50%.

## **Search Engine Optimizer / Web Developer**

### **Contempo Technologies Pvt Ltd**

**Jul 2009 - Aug 2013**

- Conducted comprehensive SEO audits and implemented improvements on client websites.
- Planned and implemented on-page and off-page SEO best practices resulting in 65% improvement in search rankings.
- Developed custom web solutions with SEO-friendly features and mobile responsiveness.
- Boosted organic traffic by 40% through strategic keyword optimization and content strategy.
- Developed and optimized websites using HTML, CSS and JavaScript to improve user experience.
- Created and maintained WordPress websites and blogs with custom themes and plugins for various clients.

## **Education**

B.E (Computer Science and Engineering)

Anna University

2006