

Bhaskar Jha

SEO Executive

Address North West Delhi, 110034

Phone 9312907499

E-mail bhaskarjha2608@gmail.com

LinkedIn <https://www.linkedin.com/in/bhaskar-j-76ba3a136/>

Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing business success and boost sales. Excellent analytical, organizational and decision-making abilities.

Work History

2023-01 - Current **SEO Executive (Remote)**

Coach Foundation, USA

- Effectively designed and implemented email campaigns aimed at generating additional backlinks. These initiatives have significantly contributed to heightened visibility and enhanced recognition by 40% to 45%.
- Conducted competitor analysis using Ahrefs to optimize our current content and identify content gaps. Assessed keyword rankings, traffic metrics, and the relevance of our existing blogs in comparison to our competitors. This comprehensive evaluation allowed for strategic adjustments to enhance the performance of our content and maintain a competitive edge in the market.
- Efficiently managed the internal linking structure for all blogs and articles, enhancing their accessibility and SEO performance. Implemented efficient strategies to optimize internal linking, improving user navigation and overall site engagement, which led to a 35% increase in traffic to all the interlinked blogs.
- Crafted a ChatGPT bot tailored specifically for Coach Foundation to revolutionize user experience and bolster Google ranking. Leveraging advanced natural language processing techniques, this bot interacts seamlessly with users, providing valuable insights, guidance, and support.
- Responsible for overseeing and managing all aspects of outreach communication, ensuring that our messages are effectively delivered and resonate with our target audience.
- Developing procedures for implementing SPF, DMARC, and DKIM protocols to enhance the security and authenticity of our email communications within our Google Workspace accounts. Created and optimized the glossary and resources page to enhance user engagement.
- My role involves developing strategies to maximize the impact of our content, ensuring clarity and accessibility for our audience while aligning with the Coach Foundation's mission and goal.

2019-10 - 2020-01

Sales and Customer Relationship Management Intern

Decathlon Sports India, Delhi , India

- Collaborated with the marketing and content teams to brainstorm, plan, and execute content ideas that aligned with Decathlon's brand identity and objectives.
- Created compelling written and visual content for various digital platforms, including social media, websites, blogs, and newsletters.
- Engagement with the sports community is another integral aspect of my role. By interacting with athletes, coaches, and enthusiasts, I gather valuable insights and foster user-generated content, enriching our brand's connection with our audience.
- Actively contributed to optimizing content for SEO and regularly analyze performance metrics to evaluate the effectiveness of our campaigns, facilitating data-driven decision-making processes

Education

2022

Diploma: Digital Marketing

DICS Innovatives - Delhi, India

Grade A

2022

BBA: Marketing

Indira Gandhi National Open University - Delhi, India

Percentage - 72%

2019

Senior High School

Kendriya Vidyalaya Pitampura

81.5%

2017

High School

Kendriya Vidyalaya Pitampura

9.4 CGPA

Skills

Google Web Stories , DNS Management , Google Analytics , Keyword Optimization, Keyword Research , Google Ads , Competitor Analysis , Facebook Ads , Google Search Console