

PRINCE KUMAR DAS

SEO Manager, SEO Strategy | Digital Marketing

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SUMMARY

I have more than 8 years of experience in SEO. I'm good at making websites easier to find and bringing more visitors by using smart SEO plans. I know how to use website data and fix technical SEO problems. I've helped many businesses grow their website traffic. One big success was leading a plan that increased a company's sales by 40%.

SKILLS

AI and Automation Tools, SEO tools, Search engines, Keyword research, Google Analytics, Surfer SEO, Technical SEO, Content optimization, Link building, SERP analysis, Marketing strategy, Digital marketing, SEO Reporting, SEO Task Automation, Zapier, Google Sheets, Google Algorithm Changes, AI Trend Tools, Local SEO, International SEO, YouTube SEO, GMC, GA4, Looker Studio, Google Search Console, Off page SEO Strategy, Voice Search Optimization, GEO (Generative Engine Optimization), AEO (Answer Engine Optimization), and AIO (Artificial Intelligence Optimization)

EXPERIENCE

11/2024 Present
Gurgaon Haryana

- **SEO Team Lead**
WanderOn

- Directed SEO strategy to elevate company's organic search performance, increasing traffic by 55% through systematic content updates and technical enhancements.
- Collaborated with tech and marketing teams to implement granular keyword analysis, propelling conversions by 30% within the first year.
- Launched multiple high-impact link-building campaigns, successfully acquiring over 1,000 quality backlinks monthly for sustained domain authority.
- Monitored comprehensive performance metrics using web analytics, resulting in pinpointed improvement areas and 20% user engagement growth.
- Conducted bi-weekly training sessions for the SEO team, bolstering skill sets and achieving consistent project completion ahead of deadlines.
- Adapted to the latest algorithm changes, crafting agile strategies that ensured consistent elite SERP ranking positions.

05/2022 11/2024
Gurgaon Haryana

- **SEO Team Lead**
Nimbuspost

- Formulated and executed a comprehensive SEO strategy that raised website visits by 65%, enhancing brand visibility significantly.
- Spearheaded cross-department collaboration to integrate SEO and content marketing, achieving a 45% increase in organic leads.
- Developed on-page optimization practices that improved site load time and mobile responsiveness, lifting search rankings by 15%.
- Analyzed SERP performance through advanced analytics, identifying low-performing areas and implementing strategic improvements.
- Maintained up-to-date knowledge of SEO trends and innovative practices, ensuring the company stayed ahead in competitive industries.

01/2020 03/2022
Gurgaon, India

- **Assistant Manager**
BHAAV

- Conducted thorough keyword research, increasing targeted traffic by 30% through precise SEO implementations.
- Contributed to the development of content strategies that resulted in a 20% increase in user engagement and retention rates.
- Used web analytics tools to monitor and report traffic metrics, adapting strategies to maintain upward trends.
- Implemented successful link-building initiatives, enhancing domain authority and achieving sustained increases in search rankings.

01/2017 01/2020
Gurgaon, India

- **SEO Specialist**
Butterfly Ayurveda

- Improve website ranking on search engines through keyword optimization.
- Conduct regular SEO audits and implement technical SEO fixes.
- Develop and execute on-page and off-page SEO strategies.
- Monitor and analyze SEO performance using tools like Google Analytics and Search Console.
- Optimize content for search intent and user engagement.
- Build quality backlinks to enhance domain authority.
- Collaborate with content and marketing teams to align SEO goals.

EXPERIENCE

05/2016 01/2017

Noida, India

- **SEO Executive**

- **99 Web Help**

- Perform keyword research and analyze competitors.
- Assist in optimizing website content for SEO.
- Monitor and report on SEO performance metrics.
- Support link-building and other off-page SEO activities.

EDUCATION

01/2020 08/2022

Phagwara, Punjab

08/2009 12/2013

Madhepura Bihar

- **MBA in Marketing**

- **Lovely Professional University**

- **BCA (Bachelor of Computer Applications)**

- **Bhupendra Narayan Mandal University**

KEY ACHIEVEMENTS



Increased Organic Traffic by 75%

Led an SEO strategy revamp that increased organic traffic by 75% in one year through enhanced keyword targeting and content optimization.



Spearheaded Website Optimization Project

Directed a cross-functional team on a website optimization project that improved conversion rates by 25%, resulting in significant revenue growth.



Managed SEO Team to Drive Revenue Growth

Managed a team of SEO specialists to increase revenue by 40% from organic search through innovative link-building and on-page strategies.



Optimization Awards Recognition

Received company-wide recognition for developing a unique SEO approach that integrated content marketing, driving a 50% increase in site engagement.

STRENGTHS

Active Learning

I enjoy reading and learning new things to improve myself and stay updated with the changing world and latest trends.

TRAINING / COURSES

Manual Testing QA Campus) Noida