



Himanshu Jaiswal

SEO Specialist

✉ digitalhimanshu07@gmail.com

☎ +91 9818480782

🌐 [Linkedin Profile](#)

SEO Specialist with 4+ years of experience driving 10x organic traffic growth through data-backed strategies, advanced audits, and link-building. Led SEO teams and scaled campaigns across industries, consistently achieving top SERP placements. Passionate about aligning user intent with search performance to boost visibility and ROI.

Experience

SEO Specialist- Digitalogy

May 2023 – Present

- Led SEO strategy for 3–4 concurrent client accounts, resulting in an average 40% increase in organic traffic within 6 months.
- Managed and mentored a 3-person SEO team to execute link-building campaigns, including guest posts and high-authority backlink acquisition.
- Implemented technical audits and keyword mapping, boosting page-one keyword visibility by 60% across projects.
- Maintained weekly client reporting and optimization sessions to refine SEO outcomes continuously and hit quarterly traffic KPIs.

Digital Marketing Specialist - R3 International [Happy Trail]

Jul 2022 – May 2023

- Boosted organic sales from ₹1 lakh to ₹6 million in under 12 months through content-led SEO and WhatsApp remarketing campaigns.
- Conducted in-depth SEO audits and CRO analysis, enhancing site speed and increasing conversion rates by 30%.
- Led a team of 4 SEO specialists, achieving traffic growth targets through a structured keyword and content strategy.
- Monitored analytics dashboards to inform strategic pivots and monthly reporting.

SEO Intern → Executive – JY Technologies

Oct 2021 – Jul 2022

- Transitioned from intern to executive in under 3 months due to performance in technical audits and on-page SEO improvements.
- Contributed to a 40% uplift in organic traffic by implementing competitive keyword research and content gap analysis.
- Created SEO reports using Ahrefs and SEMrush to track performance across multiple domains.

Skills

SEO Strategy | Keyword Research & Mapping | Technical SEO | On-page Optimization | Off-page Optimization | Link Building | SEO Audit & Reporting | Schema Markup | Competitor Analysis | Core Web Vitals | Google Analytics (GA4) | Google Search Console | CMS (WordPress, Shopify) | SEO Tools (Ahrefs, SEMrush, Screaming Frog, Majestic)

Education

Maharaja Agrasen Himalayan Garhwal University (MAHGU)

2021-2023

- B.A

Ganga Technical Campus

2015-2018

- Diploma in Electronics & Telecommunication