

VINAY SINGH

Noida, India, | Mobile: +918750219485 | vinaysinghgp@gmail.com | : [Vinay Singh Profile](#)

With 12+ years of experience, I specialize in SEO, digital marketing, social media, and email marketing to drive B2B growth. Skilled in on-page, technical, and off-page SEO, I improve search rankings, traffic, and conversions. Expertise in social media strategy, content marketing, team handling, and email campaigns to enhance engagement and lead generation. Proficient in analytics tools, I optimize performance and stay ahead of evolving search algorithms to ensure sustained online visibility and business growth.

Profile Summary

SEO Manager with a proven ability to drive online traffic, enhance brand visibility, and engage customers through SEO, content marketing, ORM, and social media strategies.

- SEO tools: Ahrefs, SEMrush, Google Analytics GA4, Search Console, Tag Manager, Looker Studio, Bing Webmaster, Screaming Frog, Moz Pro, Microsoft Clarity, and UberSuggest
- Digital platforms: Google Workspace, Mailchimp, Canva, Google Trends, Rich Results (JSON-LD),
- CRM Platforms: HubSpot, Zoho CRM, Salesforce
- Industries served: Healthcare, Automobile, Travel & Tourism, Insurance, IT Education, FMCG, E-commerce, Blogs, App Store & Chrome Extension SEO
- Improved keyword rankings and website traffic through strategic content and white-hat SEO techniques.
- Developed data-driven optimization strategies for content management and website performance.
- Led successful branding initiatives and conversion-driven campaigns.
- Skilled in problem-solving, client solutions, and team management.

Work Experience

Teckvalley SEO Manager - Team Lead / Specialist

July 2021 – Present

Roles and Responsibilities:

- Global SEO Strategy Development: Devised and executed comprehensive SEO strategies tailored for B2B audiences across the USA, Canada, France, and Australia, aligning with regional search behavior and local search engine algorithms.
- AI-Powered Optimization: Leveraged AI-driven tools and automation to perform large-scale keyword research, content optimization, and competitor analysis, significantly boosting organic visibility.
- Technical SEO Leadership: Conducted in-depth technical audits to resolve crawlability, indexation, site speed, and mobile usability issues & improvement in page rankings.
- Lead Generation & CRO: Increased qualified lead generation through targeted SEO and content strategies, complemented by Conversion Rate Optimization (CRO) techniques and performance tracking.

- Content Strategy & Optimization: Directed content creation based on intent-driven keyword mapping, E-E-A-T principles, and audience segmentation to attract high-quality traffic.
- Performance Analytics & Reporting: Monitored KPIs using tools like Google Analytics, Google Search Console, and SEMrush to provide actionable insights and optimize ongoing SEO campaigns.
- Cross-Channel Collaboration: Worked closely with paid media, email marketing, and social media teams to ensure integrated marketing efforts and maximize campaign impact.
- Stakeholder Communication: Presented regular performance reports and SEO forecasts to C-level executives and global clients, translating complex data into actionable business insights.
- Brand Authority Building: Implemented backlink acquisition strategies, digital PR, and content syndication to improve domain authority and SERP dominance, leading to a boost in brand visibility.
- Local & Multilingual SEO: Managed geo-targeted and multilingual SEO initiatives, ensuring consistency across hreflang implementation, localized content, and Google Business Profile optimization.
- Team Leadership & Training: Mentored and led SEO specialists, conducted internal workshops, and established SOPs to ensure scalability and performance consistency across global accounts.

Previous Work Experience

The Higher Pitch Assistant SEO Manager, Noida

Dec 2020 - June 2021

- Driving SEO and Traffic Growth: Increased traffic and lead conversions through strategic SEO campaigns aligned with client goals across paid and organic channels.
 - Boosting Brand Engagement: Grew social media followers and unique website visitors through targeted campaigns and optimized content, enhancing brand visibility.
 - Improving Efficiency: Boosted lead generation and improved page rankings through CRM and SEO optimization, streamlining team operations, and campaign execution.
-

Bhavna Infotech SEO Manager, Noida

Jan 2016 - Nov 2020

- SEO Strategy and Client Management: Led SEO efforts for clients in the USA, Canada, France, and Australia, increasing traffic and lead conversions by 90%. Developed SEO strategies, optimized blogs, and grew social media engagement.
 - Key Accomplishments: Boosted web traffic and rankings by 195% through on-page SEO. Delivered detailed client reports and ensured alignment with business goals using Google Analytics.
 - Operational Efficiency: Managed organic traffic, optimized content, and monitored performance with tools like Google Analytics and AdWords, improving visibility and lead generation.
-

Investors Clinic Senior SEO Analyst- Digital Marketing, Noida

Feb 2015 - Dec 2015

- SEO Strategy and Reporting: Developed SEO frameworks, focusing on keyword research, competitor analysis, and optimization.
- Campaign Execution: Collaborated across teams to drive traffic, lead generation, and continuous SEO improvements through content strategies and email campaigns.

Info Edge India Ltd Associate Sr. Executive SEO & SMO, Noida

Sep 2012 - Jan 2015

- SEO Management: Improved site visibility, keyword rankings, and inbound links through targeted SEO strategies and competitor analysis.
- Content and Campaign Execution: Created link-building reports, wrote blog posts, and managed social media promotions, boosting traffic through on-page and off-page optimizations.

Technical Expertise

- 12+ years of expertise in SEO and Digital Marketing, utilizing tools like Ahrefs, GA4, SEMrush, Moz, Screaming Frog, and Google Search Console for campaign optimization, technical SEO, and content strategy to drive organic traffic and ROI.
- Proficient in AI tools like ChatGPT, Jasper, MarketMuse, and Clearscope for content generation, automation, competitor analysis, influencer outreach, and cross-platform campaign management to enhance client engagement and performance.

Education

Uttar Pradesh Technical University | Uttar Pradesh, India

2008 – 2012

Bachelor of Technology in Computer Science and Technology

Certifications

- Google Analytics for Beginners
- Google Analytics Advanced
- Google Tag Manager

Achievements and Awards

- Awarded Employee of the Month for exceptional performance and dedication.
- Recognized with the Excellence Employee of the Year Award for outstanding contributions.
- Received video appreciation from international clients, particularly for a highly successful project with a France-based client.

Additional Information

- Managing SEO projects for clients across the USA, UK, Canada, Australia, France, and beyond, implementing data-driven strategies to boost organic traffic, search rankings, and conversions.

Skilled in developing customized SEO roadmaps, optimizing on-page and technical SEO, and executing high-impact link-building campaigns.

- Experienced in enhancing brand visibility, improving user engagement, and driving sustainable growth through comprehensive search marketing initiatives tailored to diverse global markets.

Hobbies

- Traveling
- Cooking
- Reading