

JYOTHI TULASI

CONTACT

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9900469047

EDUCATION



GITAM UNIVERSITY

M.Tech



2014

Mall Reddy Inst. Of Tech

B.Tech

2012

SKILLS

- *Excellent Communication with different team members*
- *Organization and Time Management*
- *Decision making*
- *Attention to detail*
- *Problem solving*
- *Team collaboration*

PROFESSIONAL SUMMARY

As a highly experienced SEO professional with over 9 years of industry experience, I have developed a strong skill set and deep understanding of the latest trends and best practices in the field. I am dedicated to optimizing websites to achieve higher search engine rankings, driving traffic, and improving overall website performance.

Throughout my career, I have successfully managed and executed various SEO campaigns, from developing and implementing effective keyword strategies to analyzing and interpreting website analytics data to measure and improve ROI. I have a proven track record of delivering results, increasing website visibility, and improving search engine rankings.

My expertise in on-page optimization, link building, content marketing, and technical SEO enables me to Provide strategic guidance and solutions to help businesses achieve their SEO goals. I am also experienced in using a variety of tools such as Google Analytics, Google Search Console, SEMRush, Ahrefs, and Moz to effectively manage and optimize SEO campaigns.

EXPERIENCE

SEO OUTREACH SPECIALIST & CUSTOMER SUCCESS EVANGELIST - SMARTKARROT

(Jan 2020-Till Date)

- Managed SaaS based customer success platform's 360° SEO optimizations
- Optimized site content/blog regularly to get better SERP ranks and attracted high engagement
- Increased Avg. site traffic per month to 60K+ within 1 year
Regular site performance checks for errors including Forms/CTA buttons/Links/404s/Layout/Images/Broken links
- Worked on Form fills or creating buzz on various channels for Webinar & Press Release whenever required
- Initiated various link building methods, campaigns for increasing traffic and managed site analysis

- Created outreach strategies and made contact with website owners, link builders, outreach specialists, influencers, and bloggers to enhance brand reputation and acquire high-quality backlinks
- Created 500+ backlinks(Organic networking) within 1.5 years
- Built network of link partners 400+ on LinkedIn, 200+ through manual outreach and 100+ on Twitter
- Acquired database of 1000+ sites which accept link exchanges on their site
- Published 50+ guest posts on various sites
- Link building strategies used: 3-way link building, Broken link strategy, Listicle articles, Resource page links, Guest post, Press Release, Competitor link scraping, Tracking our backlinks, Unlinked brand mentions, Content syndication, Blog comments/Forums/ Group answers, Mentions or shares by influencers, Statistics linking, Haro Strategy, Infographics, KW Ranking level link scraping
- Created sample template/guidelines for Guest post guidelines & Outreach email template
- Monitored Toxic links and disavowed bad backlinks every month
- Worked on various methods for enhancing stakeholder's reputation via social media channels
- Managed demand generation campaigns. Thus creating Network of 15K+ for the accounts especially on LinkedIn and Twitter
- Generated various ABM campaigns/Paid ad campaigns for Pinterest
- Published and maintained Podcasts created by Founder of the company
- Continuous efforts to Analyze ads/traffic/MQLs/SQLs and send weekly/Monthly/Quarterly/Yearly reports

SEO MANAGER & INBOUND MARKETING SPECIALIST - PURPLE RAIN

(July 2019-Dec-2019)

- Handled four SaaS based product's optimization & inbound marketing
- Worked continuously on off page activities including
 - >Outreach campaigns for gaining high quality, relevant back links
 - >Guest blog outreach, approx 10 published a month

- > HARO strategies (Submitting 25 back links a month)
- > Reach out Influencer to share listicle articles
- Published 4 thought leadership articles per month
- Participated in back link exchange campaigns (Gaining 50+ links per month)
- Responsible for Complete on page optimization for 2 products (Including staging site)
- Increased DA from 8 to 18 for a product website within 2 months
- Increased back link count by 2000+ within 2 months

SEO EXECUTIVE - YORKE COMMUNICATIONS

(Apr 2017-June 2019)

- Proficient in Technical, On-page and Off-page optimization. Developed the most optimal SEO strategy to drive relevant, engaged intent based audience to the including link building, metadata sculpting, site speed optimization, content strategy and information architecture.
- Hands on experience working with various teams including marketing, content, tech and product team to influence our content strategy, information architecture and implement on site SEO recommendations. Keyword level analysis on a weekly basis
- Basic and detailed quality SEO audit of new prospects to increase client base including project for coding, structure, performance, search related improvements. Provided innovative and in- budget ideas to increase traffic and revenue.
- Actively engaged in Link building, Blog posting with internal linking and SEO optimization, Guest Blogging & article submission. Increased traffic by 120% from on-page optimization and upto 50% more backlinks from off- page optimization techniques (For a technology client)

SENIOR SEO EXECUTIVE - SUMERU SOFTWARE SOLUTIONS

(May 2014-Mar 2017)

- · Making and implementing strategies for link building
- · Conducting A/B Test for new modules & Analysing keywords search volume using Google Adwords and user behaviour using Google Analytics

- · Increasing Traffic through keyword research, On-page & Off page optimization
- Implementing various Link Building techniques and Article Submission to Directories
- Created marketing content to use on social media
- SMO Strategy Planning and Marketing
- Increased Inbound links to website & worked on Internal Linking
- Created small scale YouTube videos, Quotes, Fb posts, made & promoted various curated blog posts for SMM