

## RESUME

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### SUMMARY

Seasoned Digital Marketing Professional with 10+ years of experience in Search Engine Optimization (**SEO**), **YouTube SEO** with knowledge on **AEO & GEO** and content-driven organic growth. Proven track record in scaling YouTube channels, boosting video visibility, and optimizing multi-channel content for search and engagement. Recently expanded into Social Media Profile Strategy — helping brands and creators optimize Instagram, LinkedIn, and Twitter/X profiles for discoverability, traffic, and authority building.

Highly skilled in keyword research, metadata optimization, algorithm tracking, and cross-platform brand growth strategies. Excels in aligning SEO principles with personal branding, content calendars, and audience targeting across web, video, and social.

### Key responsibilities

#### ➤ Website SEO:

- ✓ AI-Powered Content Optimization
- ✓ E-E-A-T Implementation (Experience, Expertise, Authoritativeness, Trustworthiness)
- ✓ Core Web Vitals Optimization
- ✓ Entity-Based SEO & Semantic Search
- ✓ Search Generative Experience (SGE) Readiness
- ✓ Voice Search Optimization
- ✓ Video & Visual SEO Integration
- ✓ First-Party Data & Privacy-Centric SEO
- ✓ Mobile-First & Accessibility-Driven Design
- ✓ Topical Authority Building

#### ➤ YouTube SEO:

- ✓ YouTube SEO (Metadata, Tags, CTR Optimization)
- ✓ On-Page & Technical SEO (Google & Bing)
- ✓ Social Media Optimization (Instagram, LinkedIn, Twitter/X)
- ✓ Content Strategy & Keyword Mapping
- ✓ Social Media Profile Audits & Growth Tactics
- ✓ YouTube Analytics, Google Analytics, Search Console
- ✓ Competitor Research & Audience Analysis

## Tools

- ✓ Social Blade
- ✓ VIDIQ
- ✓ Rapid Tags
- ✓ Tube Buddy
- ✓ YouTube Analytics
- ✓ YT Suggested Words
- ✓ GA-4 & Universal
- ✓ Google search console
- ✓ Ahrefs
- ✓ Spyfu
- ✓ Data Beings

## Experience

### 1. Network18 Group (News18)

**Duration:** June 2022 to till now

**Designation:** Senior SEO Analyst

**About Company:** Network18 is the country's largest omni-channel news network, consisting of 20 TV channels across 16 languages and 4 online news platforms across 13 languages.

### 2. Pepper Media Pvt Ltd

**Duration:** My 2019 to May 2022

**Designation:** Senior SEO Analyst

**About Company:** Into the digital media space started in 2000. We built many enduring partnerships with global media giants, television networks, consumer and corporate brands and launched many pioneering digital media products.

### 3. WondersMind Infotech Solutions

**Duration:** July 2017 to Jan 2019

**Designation:** Digital Marketing Analyst

**About Company:** WondersMind is a full featured web design, Ecommerce website designing and development, Web development company in Bangalore, India & UAE. We provide custom application design and development android & IOS Mobile App development and more for affordable prices.

### 4. Arya Network Solutions:

**Duration:** June 2015 to June 2017

**Designation:** SEO Analyst

**About Company:** Aarya Net Solutions is a gaming Poker Company, which provides gaming services online & offline. KQPoker Club, Koramangala is an offline space where tournaments will run.

**5.Osprosys Software Pvt Ltd:**

**Duration:** March 2014 to May 2015

**Designation:** SEO Analyst

**About Company:** Osprosys is a software development, technology services & outsourcing company committed to deliver innovation. With our 15 years of experience in industry with a proven record, we collaborate with clients to help them to become a high performance business. Ospro can mobilize the right people, skills, technologies to help clients improve their performance.

**EDUCATION**

I completed my **Master's Degree (MCA)** with **67%** from **Tirupati** affiliated to **Sri Venkateswara University**.

**PROFESSIONAL SKILLS**

**Web Technologies:** HTML 5, CSS3

I hereby declare that the above-furnished information is true to the best of my Knowledge and belief.

Place: Bangalore

(Thanking You)

Date: