

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: