

# Sudiip Kumr

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Results-driven SEO and CRM specialist with 12+ years of experience optimizing digital marketing strategies, enhancing customer engagement, and driving organic growth. Expertise in technical SEO, CRM management, marketing automation, and data-driven decision making. Proven track record of improving search rankings, implementing customer retention strategies, and aligning digital initiatives with business objectives.

## Skills

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- SEO Strategy Development | Keyword Research | On-Page Optimization | Off-Page Optimization | Link Building | Content Marketing
- Technical SEO | SEO Auditing | Sitebulb | Google Analytics | Google Search Console | SEMrush | Moz | Ahrefs | Screaming Frog
- E-commerce SEO | Product Page Optimization | Collection Page Optimization | E-commerce Platforms (e.g., WooCommerce, Shopify)
- GSA Ranker | Scrapebox | RankerX X | X Evil | Open AI | AWS | Digital Ocean | PBN | Blackhat SEO | Greyhat SEO | Whitehat SEO
- SurferSEO | Neuron Writer | Outranking | Phrase | Openai Playground | Chatgpt Prompt Writing
- Integration & API Management: SEO-CRM Data Sync | Automation Pipelines | API-Based SEO Analytics
- Marketing Automation: Email Marketing | Drip Campaigns | AI-Driven Workflows | Customer Segmentation
- Data Analytics & Performance Tracking: GA4 | Tableau | CRM Dashboards | A/B Testing | Conversion Rate Optimization
- Compliance & Industry Trends: GDPR | CCPA | Google Algorithm Updates | AI-Based SEO Strategy

## Experience

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### Team Lead

#### DigiMar

*United States 10/2023 - Current*

- Led a cross-functional SEO team, managing writers, developers, and SEO specialists to execute growth strategies.
- Managed SEO automation & reporting, leveraging tools like Google Analytics, Ahrefs, SEMrush, and Screaming Frog.
- Executed PR link-building campaigns, securing high-authority backlinks from top-tier publications.
- CRM Platform Expertise (HubSpot, Zoho), Customer Segmentation & Lead Nurturing, Marketing Automation & Email Campaign Management
- Data Analytics & Performance Tracking (Google Analytics, Tableau), Customer Retention Strategies & Lifecycle Management
- Implemented CRM strategies resulting in 30% improvement in customer retention and 25% increase in customer lifetime value
- Designed and executed automated email marketing campaigns that increased conversion rates by 20%
- Established data privacy protocols ensuring GDPR/CCPA compliance across all customer touchpoints

### SEO Head

#### Gyalabs.com

*Hong Kong 07/2022 – 10/2023*

- Conducted comprehensive technical SEO audits specifically for essential oil websites, identifying specific issues and opportunities.
- Integrated CRM systems with marketing platforms to create unified customer profiles and personalized experiences.
- Developed customer segmentation strategies that improved targeting efficiency by 35%.
- Created performance dashboards in Tableau to track SEO and customer engagement metrics.
- Implemented SEO-driven customer segmentation, increasing customer lifetime value.

### SEO Lead

#### Aphex Media

*Malta 05/2020 - 07/2022*

- Worked In Casino, Mental Health, Adult Niche. Deployed PBN and Rank Tracker System.
- Optimized website content and meta tags to improve search engine rankings, resulting in a 25% increase in organic traffic.
- Conducted competitor analysis and implemented strategies to outrank key competitors, resulting in a 20% increase in market share.
- Implemented technical SEO improvements, resulting in a 15% increase in website performance and user experience.
- Designed automated customer journey workflows that increased engagement across multiple touchpoints. • Analyzed customer interaction data to optimize conversion funnels and reduce abandonment rates by 25%

- Integrated GA4 & CRM dashboards for data-driven decision-making.

<b>SEO Head</b>	<b><u>Latched INC</u></b>	<i>Canada</i>	<b>01/2018 - 05/2020</b>
<ul style="list-style-type: none"><li>• Worked In CBD, Drugs niche, Led a team of SEO specialists in setting and delivering a roadmap, resulting in a 30% increase in organic traffic.</li><li>• Proactively improved technical SEO across all company websites, resulting in a 20% improvement in site performance.</li><li>• Drip email marketing campaigns, conversion-focused marketing initiatives.</li></ul>			

<b>Sr SEO Manager</b>	<b><u>PearlLike Technology</u></b>	<i>India</i>	<b>01/2017 - 12/2017</b>
<ul style="list-style-type: none"><li>• Worked in Ecommerce sites like health essential portals.</li><li>• Conducted keyword research, competitor analysis, and website audits to identify opportunities for optimization.</li><li>• Optimized website content, meta tags, and headings for improved organic visibility and user experience.</li></ul>			

<b>Jr SEO Manager</b>		<i>India</i>	<b>12/2015 - 12/2016</b>
<ul style="list-style-type: none"><li>• Collaborated with the development team to implement technical SEO recommendations and resolve website issues.</li><li>• Assisted in the creation and execution of link-building campaigns to enhance website authority and increase organic rankings.</li></ul>			

<b>Asst SEO Manager</b>	<b><u>Ebuzznet</u></b>	<i>India</i>	<b>08/2013 - 01/2015</b>
<ul style="list-style-type: none"><li>• Keyword Research, Onpage Optimization, Offpage Optimization, Link building,</li></ul>			

**Education** \_\_\_\_\_

	<b><u>Mumbai University</u></b>		
• <b>Master of Engineering</b>	(Major in Computer Science and Engineering)	<i>Mumbai</i>	<b>08/2013 - 01/2015</b>
• <b>Bachelor of Engineering</b>	(Major in Computer Science and Engineering)	<i>Mumbai</i>	<b>06/2008 - 06/2013</b>

**Certifications** \_\_\_\_\_

• Google Analytics (GA4) Certified	<i>India</i>	2022
• HubSpot Inbound Marketing Certification	<i>India</i>	2023