

SUMMARY

Digital Marketing professional with over 8 years of experience in Search Engine Optimization (SEO), growth strategies, and WordPress development. Proven leader in managing and executing enterprise-level SEO campaigns, overseeing 20+ clients, and delivering measurable ROI. Expertise in building high-performing teams and driving datadriven strategies to optimize online visibility and conversions. Demonstrated success in helping brands rank for competitive keywords on Google and building comprehensive online presence across multiple digital marketing channels.

TECHNICAL SKILLS

- SEO & Keyword Strategy
 - Google Analytics & GSC
 - Ahrefs & SEMrush
- Data Analysis & Reporting
 - Lead Generation & Conversion
 - Team Leadership & Management
- Web Development
 - Content Strategy & Copywriting
 - PPC Campaign Management

PROFESSIONAL EXPERIENCE

Odigma Consultancy

Search Engine Optimization Team Lead

May 2025 - Present

- Lead a team of 4 SEO specialists & 2 junior content writers overseeing strategy and execution for 20+ enterprise clients.
- Conduct comprehensive technical audits, keyword research, and performance analysis using advanced SEO tools
- Implement schema mark-up, site-speed improvements, achieve 40% faster load times, and crawl-error resolutions to boost search visibility.
- Report KPI metrics and ROI performance to CXOs and stakeholders at Infibeam with monthly growth tracking
- Introduced AEO (Answer Engine Optimisation) and GEO (Generative Engine Optimisation) as new service offerings for clients to rank on AI platforms like GPT, Google AI overview & Perplexity

Assistant Manager – SEO

June 2024 – July 2025

- Collaborated with cross-functional teams to develop comprehensive SEO roadmaps for mid-market and enterprise clients
- Monitored organic traffic patterns and optimized content strategies, resulting in an average 45% increase in SERP rankings
- Trained 8+ new team members on SEO best practices and advanced tools (Ahrefs, Frase, Search Console)
- Key Clients: CCAvenues, Paakashala, TAFE, Centro by Reliance, Shriram Properties, Sterling Developers, Blaupunkt Car, TVS Emerald, Primus, Mana Projects, Rediff.com

Itzfizz (Freelance) & HED Media Consultant

Digital Marketing & Growth Consultant

October 2020 – Present

- Managed over 100+ clients globally to scale online presence through comprehensive digital marketing strategies
- Created integrated marketing strategies for Pear, Tipplr, Vakkal Impex, Craftsman, GreenPath, resulting in an improvement of sales to an average of 10% across all brands.

- Improved website ranking for targeted keywords by 20% in major search engines, resulting in 40% increase in lead generation
- Developed and executed content marketing strategies that resulted in a 25% increase in lead conversions in 2023
- Created and managed pay-per-click (PPC) campaigns, generating 2x average ROAS across all client accounts
- Built and optimized 100+ WordPress websites for startups with an average 60% improvement in conversion rates
- Served as HED Media consultant during Covid-19, scaling 50+ SMBs online with emergency digital transformation strategies

Jupiter Money Acquired sumhHR

SEO Specialist

July 2023 – January 2024

- Drove SEO initiatives following the acquisition of sumHR by Jupiter Money, managing the transition of 5,000+ user accounts
- Built an integrated marketing strategy for sumHR to promote salary accounts by Jupiter as a combined offering - Free HRMS with employee salary accounts
- Designed integrated digital campaigns to launch bundled HRMS and salary account products, resulting in a 35% increase in product adoption
- Increased website traffic by 36% in Q1 2023 through a successful SEO strategy, including optimising website content, targeting relevant keywords, and creating high-quality backlinks

sumHR Acquired by Jupiter Money

September 2020 – June 2023

SEO Specialist

- Executed technical SEO and content strategies to improve organic traffic by 20% year-over-year.
- Managed comprehensive on-site and off-site optimisations for an enterprise HRMS platform serving 10,000+ businesses
- Developed B2B SEO strategies for HRMS solutions, resulting in a 40% increase in qualified leads

GMetriXR

Assistant Manager – Marketing

May 2019 – December 2019

- Launched digital marketing campaigns that increased brand visibility by 40% and generated 50+ enterprise client acquisitions
- Managed AdWords campaigns generating ₹2 lakhs in client acquisitions, including enterprise clients like Tata & Coffee Day
- Led website transformation of gmetri.com, improving conversion rates by 20% through advanced SEO and web development.

Robocraze (TIF Labs),

Digital Marketing & Sales Associate

November 2018 – April 2019

- Developed B2B sales channels generating consistent ₹8–14 lakhs monthly revenue.
- Implemented SEO strategies for high-competition keywords like "Raspberry Pi", achieving #1 Google ranking and a 30% organic traffic increase
- Built strategic partnerships with key industry players, resulting in 80% distribution network expansion

Digital Marketing Executive

July 2018 – October 2018

- Developed SEO and social media strategies, achieving 70% brand growth and 40% increase in online sales
- Led social media campaigns across Instagram & Facebook, improving follower growth by 60% in 9 months

GetMyUni (Times Internet Venture)

Digital Marketing Executive

March 2018 – July 2018

- Executed comprehensive digital marketing campaigns across Email, SMS, Social Media and SEM (Google AdWords) channels.
- optimized email marketing campaigns, achieving 25% open rates and 8% CTR, generating 2,000+ qualified leads monthly
- Managed Google AdWords campaigns with a ₹1 lakh monthly budget, achieving 15% cost reduction while maintaining lead quality

SintecMedia | Operative

Ad Operations Executive

October 2017 – December 2017

- Managed programmatic advertising operations for premium clients, including Madison Logic and Dstillery, using DFP and Appnexus
- Executed digital advertising strategies as publisher, achieving 35% campaign delivery rates and 20% above-benchmark CTR

INTERNSHIPS

I ads & events

May 2016 – June 2016

- Assisted in planning and marketing corporate events for 15+ national clients with event budgets ranging ₹10-50 lakhs.

Osco Clothing (ex:Think Pop), Bangalore

April 2013 – August 2013

- Supported marketing and business development initiatives for retail brand, contributing to 25% increase in quarterly sales

EDUCATION

Bachelor's Degree, Business Administration

2014 – 2017

Kristu Jayanti College Autonomous (Deemed to be University)

Pre-University, Commerce

2012 – 2014

CMR National PU College

High School, ICSE

2002– 2012

St. Germain's High School

ADDITIONAL INFORMATION

- **Languages:** English, Hindi, Kannada.
- **Certifications:** Google Digital Marketing Professional Program Certified, HTML/CSS Development.
- **Awards/Activities:** Successfully scaled 100+ SMBs online during the COVID-19 pandemic as an HED Media consultant, Student Secretary for Entrepreneurship and Innovation Centre, KJC (E-Cell)

REFERENCES

- **Jay Thaker** Jupiter Money (sumHR - Acquired)
- **Daiyaan Ansari** Arcana Network (Freelance)
- **Anoop Purjay** Jupiter Money
- **Mathew Jose**, Odigma Consultancy

Contact details shared upon request

THANK YOU
