

Professional Summary

Result-driven SEO Specialist with 4+ years of experience in on-page and off-page SEO, keyword strategy, backlink outreach, and website audits. Proven ability to increase organic traffic, manage multiple projects efficiently, and collaborate with cross-functional teams. Adept at using tools like SEMrush, Google Analytics, and Search Console to implement impactful SEO strategies.

Core Competencies

SEO Strategy Development, On-Page Optimization, Off-Page Optimization, Technical SEO, Site Audits, Content Planning, Keyword Research, Competitor Analysis, Backlink Outreach, Guest Posting, Link Building
Tools: SEMrush, Ahrefs, Google Analytics, Google Search Console, Ubersuggest, PageSpeed Insights

Professional Experience

March 2025 – **Freelance Digital Marketer**

- Present Managed end-to-end SEO and social media strategies, including technical audits, keyword optimization, backlink outreach, content marketing, and analytics reporting. Aligned digital initiatives with client goals, improved site performance, and ensured consistent brand presence across web and social platforms.
- Performing on-page and off-page SEO, including keyword optimization and content structuring.
 - Providing technical SEO recommendations, conducting site audits, and fixing on-page issues.
 - Managing backlink outreach and tracking, website file review, and resolving page speed issues.
 - Conducting content research, planning, and marketing through allied channels.
 - Monitoring website performance using Google Analytics and Google Search Console.
 - Managing social media pages for clients, including content planning, scheduling, caption writing, and posting.
 - Creating and sharing analytics reports with clients, and updating weekly performance summaries.
 - Coordinating and communicating with client teams to align digital strategies with business goals.

June 2023 – March 2025 **SEO Specialist, Collectcent Digital Media**

- Responsible for developing and executing comprehensive SEO strategies across multiple web properties. Collaborated closely with content creators and developers to enhance site performance and visibility. Managed end-to-end off-page SEO campaigns, monitored analytics for data-driven decisions, and provided regular performance updates.
- Implemented on-page and off-page SEO techniques to increase organic traffic.
 - Conducted detailed site audits using SEMrush and improved page speed by resolving technical issues.
 - Built high-quality backlinks through guest posting, outreach, and content syndication.
 - Guided interns and junior executives on SEO best practices and link-building techniques.

Jan 2023 – May 2023 **Sr. SEO Executive, Gowebo & Company**

- Led SEO efforts for various client websites, focusing on improving organic visibility, keyword rankings, and user experience. Worked with cross-functional teams to align SEO goals with content development and web performance.
- Designed tailored SEO strategies after auditing client websites and understanding business goals.
 - Conducted in-depth keyword research using Ubersuggest and competitor benchmarking.
 - Coordinated with content writers to optimize blog posts and landing pages for search engines.
 - Created detailed SEO reports using Google Search Console and SEMrush.

Oct 2021 – Dec 2022 **Digital Marketing Specialist, 101 Blockchains**

- Managed SEO and affiliate marketing campaigns for the company's online course platform. Worked on technical and content-related SEO aspects and supported affiliate partners with promotional materials.
- Executed technical SEO audits, content gap analysis, and competitor research.
 - Improved organic reach by optimizing course pages and blogs, leading to 2x traffic growth.
 - Recruited and activated over 70 affiliates via ShareASale, generating \$9,000+ in revenue.
 - Identified and built high-authority backlinks through outreach and guest posts.

- June 2020 – Sept 2021 **SEO Executive**, *Unitel Contact Centres Ltd*
- Worked on multiple SEO projects focused on building a strong online presence for B2B clients. Played a key role in content curation, link-building, and traffic analysis.
- Executed on-page optimization, meta tag updates, and interlinking strategies.
 - Built 200+ backlinks through Web 2.0 blogs, social bookmarking, and image sharing.
 - Collaborated with content writers to generate SEO-friendly content for submissions.
 - Maintained weekly progress reports and shared actionable insights with project managers.

Education

Bachelor of Science (Physical Sciences) University of Calcutta

Certifications

Google Digital Garage Fundamentals of Digital Marketing

FutureLearn Digital Marketing Certification