

# DEEPAK SAINI

Sr. SEO Specialist

## CONTACT ME

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## PROFILE ME

Self-starting SEO specialist with 6+ years at marketing agencies and a passion for Digital Marketing. As a marketing enthusiast, I bring a unique perspective to my work, using my analytical thinking and problem-solving skills

## EDUCATION

2012-2016

UTTARANCHAL INSTITUTE OF TECHNOLOGY  
(DEHRADUN)

Bachelor's Degree in Computer  
Science

## EXPERIENCE

### PAYRUP (INDIA'S FASTEST PAYMENT APP) - SR. SEO SPECIALIST

2022 December - Present

- Overseeing a talented group of five members, I am responsible for executing comprehensive SEO strategies to increase website traffic and enhance search rankings, resulting in a significant boost in organic visibility and user engagement.
- Driving website optimization, enhancing organic traffic, managing social media presence, and improving our search appearance on search engines and analyzing page load speed, bounce rate, and conversion rate, and make recommendations for improvement.
- Conduct thorough keyword research, analyzing website traffic patterns and performing competitive analysis to identify valuable opportunities for optimization and improvement using Google Analytics, Microsoft Clarity, Google Search Console, SEMRush,
- Create and manage optimized content across various platforms, including web pages, blog posts, social media, and other digital channels, effectively maximizing search engine visibility.
- Through SEO strategies and efficient implementation, our team has successfully achieved remarkable results, elevating the total monthly transactions from 50,000 to over 1 crore.

### TARGET RIVER (CALIFORNIA, USA) - REMOTE - SEO SPECIALIST

2022 February - 2022 November (Contract)

- Managed a diverse range of clients end-to-end, delivering top-notch SEO services to enhance their online presence and drive organic traffic. Utilizing comprehensive SEO tools, I implemented tailored strategies, conducted thorough keyword research, and created optimized content. Through monitoring and analysing website performance metrics using tools like Google Analytics, Google Search Console, Microsoft Clarity, Ahref, SEMRush,
- I provided data-driven recommendations for improved website performance. Collaborating with cross-functional teams, I ensured seamless execution of SEO projects. Effective client communication and leveraging SEO partnerships played a key role in optimizing keyword rankings and driving organic traffic for clients.

### KAILASH HEALTHCARE LIMITED - DIGITAL MARKETING EXECUTIVE

November 2019 - February 2022

- I have been responsible for managing the website and online presence of our organization. Utilizing a Content Management System (CMS), I regularly updated the website, ensuring accurate and up-to-date information for patients and visitors. I also took charge of updating doctors' profiles, optimizing them with relevant keywords to improve their ranking in search results.
- Another significant aspect of my role involved shooting and editing testimonial and informational videos for our YouTube channel. Collaborating with patients and doctors, I conducted interviews, captured compelling visuals, and edited the footage to create impactful videos that showcased the quality of our services and patient experiences. Throughout my tenure, I constantly monitored keyword rankings, website traffic, and engagement metrics to identify areas of improvement.
- My experience in healthcare SEO, CMS management, social media, and video editing has been instrumental in effectively promoting Healthcare Services and driving patient engagement.

### CREATIVE BUFFS- SEO EXECUTIVE

November 2016 - October 2019

- Began my career as an SEO intern at Creative Buffs Marketing Agency in Noida, India. I gained hands-on experience in implementing effective SEO strategies. I conducted keyword research, optimized website content, and learned to utilize essential SEO tools such as Google Analytics and SEMRush. Additionally, I contributed to on-page optimization, link building, and social media projects.

## CERTIFICATION

- Google search engine optimization fundamentals
- Google Analytics for beginners
- Advance Google Analytics
- Google analytics for power users
- Google tag manager fundamentals
- Introduction to Data Studio
- Microsoft marketing with purpose
- Optimizing A website for search
- Advanced content and social tactics to optimize SEO
- Intro to Programming (Python)
- SQL for Analyst
- Tableau for Marketing Analyst