

# DVS ROOPESH

[www.linkedin.com/in/dvs-roopesh](https://www.linkedin.com/in/dvs-roopesh)

+91 8940551137

roopeshdvs123@gmail.com

Tirupati, Andhra Pradesh

## SEO Specialist

### About Me

Dynamic digital marketing professional with **5+ years** of experience specializing in Search Engine Optimization (SEO). Adept at driving significant increases in organic search traffic, contributing to the achievement of business objectives. Proven success across diverse industries, including SaaS, gaming, ad tech, education, and dating websites, serving both B2B and B2C businesses. Demonstrates strong analytical skills and project management expertise, ensuring successful outcomes.

### Work Experience

#### SEO Analyst - GreedyGame Media Pvt. Ltd., Bangalore

Dec 2022 - Present

- Developed website architecture based on keyword clusters, adhering to SEO best practices.
- Created over 1400 backlinks through diverse link-building strategies to drive organic traffic.
- Collaborated with cross-functional teams to develop and launch new products and solution pages, while incorporating user testing and feedback to maintain effective SEO UI/UX approaches.
- Managed a team of 3 in-house and 2 freelance content writers, overseeing content development with a focus on keyword optimization and complying with SEO guidelines.
- Published over 150 articles on various platforms following best SEO methodologies by reviewing and optimizing content, with a focus on emphasizing quality content development.
- Enhanced the rankings of existing web pages through keyword optimization, resulting in a 35% increase in impressions and a 25% rise in clicks on average.
- Successfully migrated websites without losing traffic and deployed a cookie compliance solution for retargeting, resulting in a 20% increase in new users.
- Monitored the inbound leads and their status by using various CRM tools.
- Led competitive analysis initiatives, identifying strategic opportunities and implementing targeted SEO optimizations to be ahead of the competitors in search engine rankings.

#### SEO Analyst - Technoarete Pvt. Ltd., Chennai

Apr 2021 - Dec 2022

- Conducted keyword research, expansion, and optimization strategies customized for educational websites, leading to a significant increase in organic search visibility.
- Tracked, analyzed, and reported website analytics using Google Analytics for potential improvements.
- Built backlinks using Ahrefs and Semrush, which elevated the domain authority by 18 from the previous number.
- Enforced technical SEO strategies, including XML sitemaps, canonicalization, and website speed optimization resulting in a 20% reduction in page load times.
- Optimized landing page performance by strategically placing CTAs based on user behavior analysis through HeatMaps and Video Recordings, leading to a 30% boost in conversions.
- Proficient in Social Media Optimization and Social Networking on various platforms such as Facebook, Instagram, Twitter, LinkedIn, etc.
- Generated quality leads through Facebook Ad campaigns at a low Cost Per Click (CPC).

**Digital Marketing Executive - Freelance****Jun 2020 - Apr 2021**

- Enhanced on-page content resulting in improved search engine rankings and organic traffic.
- Executed off-page SEO initiatives through link-building campaigns thus enhancing domain authority.
- Conducted regular technical SEO audits, resolving issues to improve site crawling and indexability.
- Monitored website performance using Google Analytics & Search Console, providing insights for strategic optimization.
- Managed and optimized content across Social Media channels, maintaining a cohesive brand presence.

**Testing Engineer - Fuji Electric Consul Neowatt, Chennai****Aug 2019 - Jun 2020**

- Engineered hardware and software testing in a controlled environment before production release.
- Conducted root cause analysis and enacted corrective actions ensuring optimal product quality.
- Cooperated with quality control teams for thorough inspections.
- Generated reports on diagnostic results, non-compliance, and identified issues during production.

**Digital Marketing Executive - Laetus Dating Pvt. Ltd., Bangalore****Sep 2018 - Aug 2019**

- Implemented SEO strategies for enhanced website performance, visibility, and organic traffic.
- Supervised, created, and published engaging content on Social Media platforms.
- Led moderation with a team of interns, analyzing and approving new member requests for those whose profile text and images meet our community standards.
- Sent emails to users when profiles or images did not adhere to community guidelines.

**Education****B.E (EEE) - Aarupadai Veedu Institute of Technology, Chennai****Graduation Year - 2017****Skills**

Website SEO Audit  
Keyword Research  
On-Page, Off-Page Optimization  
Technical SEO

Content Optimization  
Local SEO  
Competitive Analysis  
Conversion Rate Optimization

Social Media Optimization  
Social Media Marketing  
Basic HTML, CSS & JavaScript  
Graphic Design

**Tools**

Google Analytics (GA 4)  
Google Search Console  
Bing Webmasters  
Looker Studio (Data Studio)

Google My Business (GMB)  
Google Tag Manager (GTM)  
Ahrefs, Semrush  
Hotjar, Microsoft Clarity

WordPress  
Zoho CRM  
Canva  
Microsoft Excel

**Strengths**

Strategic Planner  
Project Management  
Leadership Qualities  
Cross-functional Collaboration

**Languages**

English  
Telugu  
Tamil  
Hindi