

**LOKESH R**

**SEO Manager**

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### **CAREER OBJECTIVE:**

Looking for an opportunity to exploit my interpersonal and intellectual skills to maximize growth of self as well as the organization and, to be an integral part of an organization.

### **Professional Summary:**

- Having 6.9 years' experience as a SEO Analysis. (On page, Off page & Technical SEO)
- Closely worked with Web Design, Development & Content Writer group to monitor web services and make them more efficient.
- Analyzes current search engine optimization (SEO) of the assigned website, including site structure, page structure, schema implementation and internal linking structure identifies and makes recommendations to further optimize each area.
- Having very good work experience in ASO. To manage APP content and optimizing keywords.
- Assists with drafting, defining, and implementing unified SEO strategies and campaigns that will drive long-term, sustainable site traffic.
- Conducts research, data collection, and analysis to assess the visibility of the assigned website, blogs, social media accounts, and e-commerce pages.
- Analyzes SEO traffic metrics such as search engine referrals and keyword rankings.
- Collaborates with marketing managers and other staff to provide guidance and insight on SEO and optimal user experience.
- Recommends content revisions to improve SEO and increase website visibility; changes may include incorporating new keywords and improving link strategies.
- Monitors specific SEO efforts, gathers and analyzes data and reports results to the team.
- Maintains current knowledge of developments and best practices in SEO.

## PROFESSIONAL EXPERIENCE:

### Working as SEO Manager at Wint Wealth since July 2023

#### Roles and Responsibilities:

- Create pre-set target-based amount of content resources each month to drive traffic and awareness.
- Conduct technical SEO audits to Identify and resolve any issues. Analyze website traffic, internal linking structures, Schema implementation, data related to indexing, and other SEO elements to provide recommendations for optimization.
- Provide recommendations and execute strategies for content development in coordination with SEO goals general and keyword specific.
- Perform keyword research in coordination with the company's business objectives to optimize existing content and uncover new opportunities.
- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages.
- Work closely with the other team members, including design, content, communications, and publishing to meet organizational goals.
- Implement link building campaigns in coordination with website's SEO goals.
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance with the organization's goals.
- Communication to team and management on project development, timelines, and results.

### Worked as Assistant Manager SEO at PharmEasy from Sep 2018 to July 2023

#### Roles and Responsibilities:

- Implementing New SEO Techniques, using Basic and Advanced SEO Strategies (On Page SEO, Meta Tags, Link Acquisition, Page Content Optimization, YouTube SEO, etc.)
- Responsible for Creating Initial SEO Audit on Different Vertical Websites of Organization and Suggesting SEO Friendly Recommendations to Implement on Site.
- Optimizing ASO (App Store Optimization) Keywords with using ASO tool like **Apptweak and Appfollow**.
- Providing SEO Analysis and Necessary Recommendations while Coordinating with Elements and Structure of Websites and Web Pages.
- Developing Different Off Page Strategies (Mainly Email Outreach) to implement Link Building campaigns in coordination with SEO goals.
- Actively involved with team for Competitor & Industry Analysis to Prepare SEO Strategy.
- Majorly Responsible & Actively Involved in Preparing Content Strategy to Drive Organic Traffic to Blog as well as to Corporate Website.
- Guiding Content Team to Produce SEO-Friendly Content.
- Monitor and Administer various Web Analytics Dashboards (**Google Analytics**), Key Reporting Tools, Other Tracking Tools (**SEMrush, Web Master Console**) Data and Figure Out Key Areas to Improve in Accordance with Team & Management goals.
- Performing Keyword Research Regularly in Coordination with Business Objectives.

**Worked as SEO Analyst at Dotmappers IT Pvt Ltd from Feb 2017 to Sep 2018.**

**Roles and Responsibilities:**

- Perform **competitor analysis** for find the new backlinks strategies.
- Building the links in different ways like blog posting, business directory, profile creation, bookmarking, image posting, classified ads, etc.,
- Having good working knowledge in **content marketing** and finding good blogs of recreating content for promoting the sites
- Good knowledge of using **ninja tool** for **outreach process**.
- Creating the new domains for getting links using blogger, wordpress, etc.,
- Perform **keyword research** in co-ordination with client business objectives to optimize existing content and uncover new opportunities.
- Provide SEO analysis and recommendations in co-ordination with elements and structure of websites and web pages.
- Provide recommendations and execute strategies for content development in co-ordination with SEO goals – general and keyword specific.
- Administer search engine programs (**XML sitemaps & webmaster tools**) for purposes of diagnostic reporting on client projects.
- Implement **link building campaigns** in coordination with client SEO goals.
- Keep pace with SEO, search engine, social media and internet marketing industry trends and developments.
- Research and administer social media tools in support of clients' social media strategy.
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals.
- Work closely with the other team members to meet client goals.

**Worked as MIS Executive at Madhucon Granite Industry Ltd from Sep 2015 to July 2016.**

**Roles and Responsibilities:**

- Handling large amounts of data through complex data architecture for quick turnaround in managing Business reports.
- Providing data Acquisition, Extraction, Cleansing, Processing, Mining, Reporting and Modeling.
- Providing line-management with the information needed to make immediate decisions.
- Performing Daily/Weekly/Monthly validations of the Registers with the individual trackers of the team.
- Preparing Daily, Weekly and Monthly MIS Reports.

**SOFTWARE PROFICIENCY:**

**Programming Languages:** HTML, CSS, PHP (Word press)

**Tools:** Google Keyword Planner, Ahrefs, SEMrush, Google Analytics, GA4, Google Search Console, Screaming Frog, Appfollow, Apptweak, Answer the Public, etc.,

**CMS Handling Experience:** WordPress, Shopify, Nebula, Neon, Strapi

**EDUCATION QUALIFICATION**

Course	Study of Institution	Year of Passing	Percentage
MCA	Er. Perumal Manimekalai College of Engineering, Hosur	2015	72 %
B.Sc	Er. Perumal Manimekalai College of Engineering, Hosur	2012	79 %
HSC	R.V.Govt Boys Hr.Sec.School Hosur.	2009	64 %
SSLC	R.V.Govt Boys Hr.Sec.School Hosur.	2007	76 %

**PERSONAL INFORMATION:**

Father's Name	- R. Raju
Date of Birth	- 13-May-1991
Religion	- Hindu
Nationality	- Indian
Marital Status	- Married
Languages Known	- English, Tamil & Kannada
Contact No	- 8838283785
Permanent Address	- 24/6 10 <sup>th</sup> Cross, Bharathidasan Nagar Hosur – 635109.

I hereby declare that all the above information furnished by me is true to the best of my knowledge and belief.

Signature

Lokesh R