

Rakesh Gowda M

SEO Analyst

✉ gowdamrakesh@gmail.com

📍 Bangalore

☎ +91 7353670023

in <https://www.linkedin.com/in/rakesh-gowda-02213317b>

Career Objective

Highly motivated and versatile professional with a proven track record in SEO, sales, and marketing domains. Committed to leveraging a diverse skill set to drive business growth and maximize online visibility. Seeking a dynamic role where I can apply my expertise to achieve tangible results and contribute to the success of a forward-thinking organization.

Professional Experience

SEO Analyst, Brandstory Solutions Pvt.Ltd

Jul 2022 – present
Domlur, Bangalore

- Proficient in client handling, providing excellent communication and support throughout projects.
- Utilized tools such as SEMrush, Ahrefs, Google Analytics, and Google Search Console for data analysis and optimization.
- Implemented on-page and off-page SEO strategies, including keyword research and competitor analysis.
- Expertise in off-page content promotion, link building, and organic search result optimization.
- Managed Search Advertising (PPC) campaigns, including new ad formats like Display ads and Ads Extension.
- Conducted marketing analysis and WordPress management for website optimization.
- Consistently delivered measurable results by driving organic traffic and improving search engine rankings.

Digital Marketing Executive, Factocert

Jul 2021 – Jun 2022
Vijaynagar, Mysore

- Proficient in website design and development, creating visually appealing and user-friendly online platforms.
- Utilized basic knowledge of social media marketing to strategize and execute effective campaigns.
- Demonstrated expertise in Google Ads, driving targeted traffic and optimizing ad performance.
- Analyzed data and metrics to measure the success of digital marketing initiatives.
- Collaborated with cross-functional teams to achieve marketing objectives and enhance brand presence.
- Stayed updated with industry trends and best practices to implement innovative marketing strategies.

Academic Sales Executive, SPSS South Asia Pvt Ltd.

Mar 2020 – Jun 2020
HBR Layout,
Bangalore

- Proactively managed customer interactions and maintained Excel sheets for data organization.
- Initiated meetings with potential clients, attentively addressing their academic needs and concerns.

- Collected and analyzed data using Excel, utilizing pivot tables, filtering, VLOOKUP, and HLOOKUP.
- Exceeded sales targets by leveraging data insights and providing exceptional customer service.

Sales Executive, Regrob Infrastructure Pvt. Ltd

Jul 2019 – Sep 2019

Hennur, Bangalore

- Engage with potential clients and assist in generating leads for the sales team.
- Collaborate with the sales team to develop and maintain strong customer relationships.
- Proactively identify and resolve customer issues or concerns in a professional and empathetic manner.
- Work collaboratively with the marketing team to support promotional activities and campaigns.
- Contribute innovative ideas and suggestions to improve the sales process and customer experience.
- Maintain a comprehensive understanding of the market trends, competitors, and industry developments.

Skills

Analytical thinking • Conceptual thinking • Decision Making • Interpersonal Relations

Microsoft Office Suite • AutoCAD • Hyper mesh • Digital marketing • SEO • SEM • SEMM

Website Designing (WordPress)

Education

Master of Business Administration (Marketing),

2018 – 2020

Krupanidhi School Of Management (Affiliated to Bangalore University))

Bachelor of Engineering (Mechanical), Visvesvaraya Technological University

2013 – 2017

Languages

English • Kannada • Telugu

Area of Interests

Learning • Travelling • Volleyball