Gaurav Pandey

SEO and Content Specliast

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Profile

Innovative and Data-driven SEO and Content Specialist with 7+ years of experience managing organic SEO and Content strategies and leading cross-functional teams. Skilled in developing integrated SEO and Content blueprints that drive brand awareness, engagement, and conversions. Regularly exceed performance targets and possess advanced analytical and problem solving skills. Adept at leveraging cutting-edge digital tools and platforms to achieve marketing objectives.

Areas of Expertise

Content Marketing - Content Editing - Keyword Analysis - WordPress - Content Strategy - Search Engine Ranking - Data Analysis - Visualizing with Advanced Charts - Social Media - App Store Optimization - Technical SEO - User Experience - Digital Strategy - Content Management - Lead Generation

Professional Experience

SEO Analyst, *(Indiavidual Learning Ltd)*   **Bengaluru** *04/2022 - present*

- Developed strategic plans for campaigns across SEO, ASO and content.

- Developed and implemented SEO and content strategies that increased organic leads (sign-ups) by 105% (8.5 Lakh) in 2024

- Leveraged CRO strategies to achieve a 233% YoY increase in organic conversions

- Successfully implemented ASO strategies, driving impressive download numbers: 7,000+ monthly downloads for Embibe Lens, 3,500+ for Embibe Lab Experiments App, and 50,000+ for the Embibe Student App.

- Executed a multi-pronged brand awareness campaign, combining Google Business Profile optimization and strategic PR efforts.

- Optimized website performance using technical SEO best practices, resulting in a significant reduction in LCP to under 2.5 seconds.

Lead Content Developer, *(Pathfinder Publishing Private Limited)*   **Gurugram** *05/2019 - 03/2022*

- Developed and implemented a comprehensive SEO content strategy resulting in more than 1 Million monthly organic traffic to company website.

- Promoted from Senior Content Writer to Lead Content Developer, demonstrating effective team management and project execution skills.

- Increased user engagement, conversions, and organic traffic for clients in the education industry through SEO-optimized content creation and strategy.

- Improved company's SEO presence by implementing best practices for meta descriptions, headers, keywords, and image tags.

- Increased viewership and engagement on Careers360's YouTube channel with engaging and informative scripts.

SEO Content Writer, *(Safalta.com)*   **Noida** *10/2018 - 03/2019*

- Crafted and optimized title tags, meta tags and meta descriptions that boosted website click-through on search engine by huge margin.

- Created original and creative blogs specifically designed for competitive exams.

- Delivered engaging news stories and blog posts.

- Utilized WordPress and HTML to create optimized webpages for targeted keywords that improved website ranking.

SEO Content Writer *(Next Door Learning Solutions Pvt Ltd.)*   **Gurugram** *05/2015 - 09/2018*

- Developed engaging and informative content for various platforms, including blog posts, social media captions, and website articles.

- Increased client website impressions by 0-20K through SEO strategies in 12 months and boosted organic traffic by 10%

- Played an instrumental role in creative planning and review sessions, working with a resourceful team to elevate quality of content and designs.

Online Courses & Certifications

- The fundamentals of Digital Marketing (July 2023) - Coursera

- Google Analytics Certification (GA4) (February 2024) - [Google](#)

Education

B.Tech - Electronics and Communication *ABES Engg College*   **Ghaziabad, UP** *2007-2011*

Relevant Courses: Software and Hardware, Data Visualization, Business Intelligence, Digital Marketing, Time Series Analysis & Forecasting.

Skills

- **Data Visualization:** Microsoft Power BI, Excel, Google Sheet

- **Digital Marketing:** Search Engine Optimization (SEO), Project Management, Social Media Optimization, Content Writing, Content Editing, App Store Optimization (ASO), Data Analysis, Conversion rate optimization (CRO)

- **Software:** JIRA, HTML, CSS, Wordpress, Canva, Branch

- **SEO:** Google Search Console, Google Analytics, Looker Studio, Trends, Screaming Frog, SEMrush, Ahrefs, WordPress, Keyword Planner, App Tweak, App Annie, Bing Webmaster, Tag Manager

- **Soft Skills:** Presentation, Planning, Organized, Creative Problem-Solving, Teamwork, Active Listening, Adaptability, Analytical Thinking

Languages

- **English** [Professional]
- **Hindi** [Native]