

Krishna Singh

Contact: +919994012523

LinkedIn: <https://www.linkedin.com/in/krishna-singh15/>

Email: krushnassingh@gmail.com

Summary: An experienced SEO Specialist with a demonstrated history of working in the IT, Educational, Relocation and Interior Design Industries. Responsible for optimizing websites to achieve business objectives by improving Organic ranking with new strategies and analysis. Highly motivated to accept new challenges and to learn, implement new techniques for achieving the business purpose and improving brand visibility.

EDUCATIONAL QUALIFICATIONS		
MS Software Engineering	VIT Vellore	2011-2016
PROFESSIONAL EXPERIENCE		
55 months		
Bonito Designs, Mumbai	Digital Marketing Manager	May '23 – Present
Roles & Responsibilities	<ul style="list-style-type: none">• SEO and Traffic Growth: Led SEO initiatives that resulted in a 200% increase in organic traffic, boosting monthly visitors from 10K to over 30K, while enhancing the website's Domain Authority from 20 to 31.• Content Marketing and Development: Developed and executed comprehensive content marketing strategies, including keyword research, meta tag creation, and optimized content, significantly improving engagement and lead generation.• UI Enhancements: Collaborated on UI design improvements for the website, resulting in increased user engagement time and better alignment with campaign requirements.• Lead Generation and Automation: Implemented WhatsApp bot and chatbot flows that generated over 700 leads per month and utilized Lead Squared for effective lead nurturing and data reporting, enhancing overall marketing performance.• Ranking keywords: Ranked keywords in first position and even in featured snippets.	
Key Projects	<ul style="list-style-type: none">• Designed whole Digital Marketing strategy (including SEO and social media) that directly contributed to 40% of Bonito's business.• Spearheaded a website redesign and blog implementation, leading to a 25% increase in leads.	
HappyLocate, Bangalore	SEO Manager	Oct '21- Oct '22
Roles & Responsibilities	<ul style="list-style-type: none">• Worked on complete on page and off page seo for the website, resulting in 30 percent increase in organic traffic. (25K per month)• Improved Website DA to 21 from 11.• Website Audit, Error fixture, Link building, Technical SEO helped in improving overall website health.• Ranked keywords on First Position.	
Key Projects	<ul style="list-style-type: none">• Built New website over WordPress.• Generated organic leads which improved business by 25%	
MSys Technologies, Bangalore	Digital Marketing Executive	Jan '20- July '21
Roles & Responsibilities	<ul style="list-style-type: none">• Successfully managed all aspects of on-page SEO for Mobinius.com, enhancing website visibility and user experience.• Conducted thorough website audits to identify issues and implement fixes, improving overall site performance and search rankings.• Performed in-depth competitor analysis and keyword research, informing content strategy and optimizing for high-traffic keywords.• Developed compelling title tags and meta descriptions that aligned with SEO strategies, boosting click-through rates and organic traffic.• Created high-quality backlinks, including .edu and .gov links, to enhance domain authority. Improved website's DA from 21 to 34.• Improved organic traffic from 4K to 18K per month.	
Key Projects	<ul style="list-style-type: none">• Revamping SEO from Legacy system to updated advanced SEO.	
Silicon India	Technology Research Executive	Apr '19- Sep '19
Roles & Responsibilities	<ul style="list-style-type: none">• Dugout technology-related companies.• Found contact details for all C-level Executives.• Worked closely with the editorial team wrt C level interviews till they get published.	
College Monk	SEO Intern	Oct '19- Dec '19
Roles & Responsibilities	<ul style="list-style-type: none">• Conducted thorough keyword research to identify high-traffic opportunities, enhancing content relevance.• Optimized meta tags, including titles and descriptions. Regularly identified and fixed broken links.• Enhanced content and images for better performance and user engagement.• Improved internal linking structure to enhance site navigation and distribute page authority.	

CO-CURRICULAR ACHIEVEMENTS	
Certifications	Certification in Digital Marketing from NIDM Certification in Software Testing
AWARDS	
SEO	▪ Best Intern Award - SEO 2019