

ABHINAV SINGH

9956891764 · abhinav.singh0602@gmail.com

SEO SENIOR ANALYST

A results-oriented, SEO professional with over 7 years of experience of current and ongoing digital trends, best practice & analytical problem-solving abilities.

SKILLS

Search Engine Optimization
On-Page Optimization
Off-Page Optimization
Google Search Console
Google Ads

Link Building
Google My Business
SEMrush
Facebook Ads
GA4

AHREFS
Screaming Frog
Google keyword Planner
Social Media Marketing
CANVA

PROFESSIONAL EXPERIENCE

OMNICOM MEDIA GROUP INDIA PVT. LTD. (ANNALECT INDIA)
SEO SENIOR ANALYST

August 2023 - July 2024

Roles and Responsibilities:

- Conduct comprehensive competitor analysis (SEMRUSH & AHREFS Tools) to identify strengths, weaknesses, and opportunities.
- Develop and implement SEO strategies to improve website search engine rankings.
- Execute tests, collect, and analyze data to identify trends and gain insights for maximizing ROI.
- Develop a detailed plan of action based on data analysis and identified opportunities.
- Perform in-depth keyword analysis to target high-value search terms.
- Identify and resolve on-page issues using tools like Screaming Frog.
- Implement link-building strategies including article writing, blogging, social bookmarking, PDF submissions, infographic submissions, podcast submissions, and Quora submissions
- Preparing and presenting reports of traffic analysis, number of clicks, and impressions through the GA4 and Google Search Console
- Also managing posting on social media platforms such as Facebook, Twitter, LinkedIn, Pinterest, and Instagram
- Working knowledge of online advertising pricing methods (eCPC, eCPM, CPM, and CPA)
- Provide ongoing reporting, campaign insights, and pacing towards goals to stakeholders.
- Creating Media Plans, Pixel Creation, Keyword targeting, and working on Brand Safety

ADSCLIQUE MEDIA PRIVATE LIMITED
SEO MANAGER

May 2021 - July 2023

Roles and Responsibilities:

- Using SEMRUSH and AHREFS Tools, we'll delve deep into competitor analysis to gain valuable insights
- After that, we'll strategize and make plans of action based on our findings.
- We'll delve into keyword analysis to identify strategic targets.
- Next, we'll use Screaming Frog to identify and address on-page issues.
- Following this, we'll initiate off-page activities, focusing on various link-building strategies such as articles, blogs, social bookmarking, etc.
- We'll compile and present comprehensive reports detailing traffic analysis, clicks, and impressions using GA4 and Google Search Console
- Additionally, we'll handle social media posting across platforms like Facebook, Twitter, LinkedIn, Pinterest, and Instagram to ensure a strong online presence.

SEO ANALYST**Roles and Responsibilities:**

- We'll organize our efforts with a defined plan
- We'll start by conducting keyword analysis to identify target keywords
- Next, we'll utilize Screaming Frog to examine on-page issues.
- For off-page optimization, our focus will be on building quality backlinks through various methods such as articles, blogs, social bookmarking, PDF, infographic, and podcast submissions, along with active engagement on Quora.

EDUCATION

Degree/Course	Institute/College	University /Board	Percentage/ CGPA	Year of Passing
B-TECH	BABU BANARASI DAS NORTHERN INDIA INSTITUTE OF TECHNOLOGY	STATE BOARD	65.12%	2016
Intermediate	MODERN ACADEMY INTER COLLEGE	ISC BOARD	74.50%	2011
High School	MODERN ACADEMY INTER COLLEGE	ICSE Board	61.71%	2009

PERSONAL DETAILS

Address	L-1/133 Vinay Khand Gomti Nagar, Lucknow U.P. (226010)
Date of Birth	06/02/1993
Gender	Male
Nationality	India
Marital Status	Married
Language Know	ENGLISH, HINDI

HOBBIES

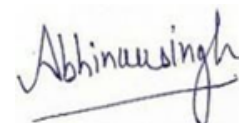
Playing And Watching Cricket and Positive Thinking & Hardworking, Reading And Writing, Good Communication Skills

CERTIFICATES

Google Digital Unlocked	The Fundamentals of Digital Marketing
Google	Google My Business Basics

DECLARATION

I do hereby declare that the above given statements are true and correct to the best of my knowledge.

**ABHINAV SINGH**