

OBJECTIVE

Exhibit a proactive approach as an SEO expert, leveraging over 7 years of experience in digital marketing to enhance search engine visibility, optimize social media engagement, and analyze performance metrics across various sectors.

CONTACT

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EDUCATION

- B.Tech. in Computer Science and Engineering, Babu Banarasi Das Northern India Institute of Technology, State Board, 2016

CORE COMPETENCIES

- SEO Strategy Development
- Keyword Analysis
- On-Page & Off-Page SEO Optimization
- Link Building
- Traffic Reporting
- Social Media Management
- Digital Advertising
- Content Creation & Marketing
- Competitor Analysis

CERTIFICATIONS

- 📖 Google Digital Unlocked: The Fundamentals of Digital Marketing
- 📖 Google: Google My Business Basics

PERSONAL DETAILS

Date of Birth: 6th February 1993

Languages Known: English & Hindi

Address: Lucknow – 226010, Uttar Pradesh

ABHINAV SINGH

PROFILE SUMMARY

- Cultivated a wealth of knowledge over 7 years in the digital marketing field, emphasizing search engine optimization, content marketing, and social media tactics specifically tailored for the advertising and media sectors.
- Lead SEO initiatives as a Senior SEO Analyst at Omnicom Media Group India Pvt. Ltd., focusing on enhancing the digital footprint for a diverse portfolio of clients.
- Crafted a diverse array of skills in SEO strategy development, keyword optimization, and both on-page and off-page enhancements, leading to marked increases in website visibility and user traffic.
- Exhibit proficiency in leveraging sophisticated SEO tools like SEMrush and AHREFS for in-depth competitor analysis, keyword exploration, and performance monitoring, securing a competitive advantage in the digital arena.
- Actively engaged in continuous professional development, staying updated of emerging SEO trends and technologies, which has facilitated the implementation of innovative strategies that drive measurable results.

WORK EXPERIENCE

Aug'2023 to Jul'2024: SEO Senior Analyst at Omnicom Media Group India Pvt. Ltd. (Annalect India)

Key Result Areas:

- **In-depth Competitor Analysis:** Utilized **SEMRUSH** and **Ahrefs** to identify strengths, weaknesses, and opportunities for strategic SEO improvements.
- **SEO Strategies:** Enhanced **search engine rankings** and optimized website visibility through targeted strategies.
- **Analyzed Data for Optimization:** Designed and conducted tests, interpreted data to identify trends, and leveraged insights to maximize **ROI**.
- **Created Actionable Plans:** Developed and implemented strategic plans based on data findings to capture growth opportunities.
- **Advanced Keyword Research:** Identified and targeted **high-value search terms** to increase site traffic and drive conversions.
- **On-Page Audits:** Identified and resolved site issues using **Screaming Frog** to boost on-page SEO performance.
- **Link-Building Campaigns:** Managed link-building activities, including **blogging, article creation, social bookmarking**, PDF submissions, infographic distribution, podcast publishing, and **Quora engagement**.
- **Performance Reports:** Prepared detailed traffic reports, click-through analyses, and impression metrics using **Google Analytics 4 (GA4)** and **Google Search Console**.
- **Social Media Presence:** Scheduled and published content on platforms such as **Facebook, Twitter, LinkedIn, Pinterest**, and **Instagram** to strengthen brand presence.
- **Advertising Pricing Expertise:** Optimized ad campaigns using knowledge of **eCPC, eCPM, CPM**, and **CPA** pricing models.
- **Stakeholder Insights:** Delivered regular reporting and performance updates to stakeholders, aligning campaigns with business goals.
- **Media Plans & Brand Safety:** Created media plans, set up tracking pixels, conducted keyword targeting, & maintained **brand safety** standards.

Achievements:

- Successfully increased organic search traffic within the first quarter of implementing new SEO strategies, enhancing client visibility and engagement.
- Developed a comprehensive SEO training program for junior analysts, resulting in improved team performance and knowledge sharing across the department.
- Spearheaded a project that integrated SEO with content marketing efforts, leading to a ncrease in lead generation and conversion rates.
- Recognized for outstanding performance with the "Excellence in Digital Marketing" award, reflecting commitment to achieving exceptional results in SEO initiatives.

May'2021 to Jul'2023: SEO Manager at AdsClique Media Private Limited

Key Result Areas:

- **SEO Roadmaps:** Planned and executed strategic SEO initiatives that supported business goals and drove long-term traffic growth.
- **Optimized On-Page Elements:** Led site audits and improvements to ensure alignment with best practices for site structure, content, and user experience.
- **Directed Advanced Keyword Targeting:** Conducted comprehensive keyword research to target terms that matched user intent and business objectives.
- **Managed Link-Building and Outreach Strategies:** Planned and managed link-building campaigns focused on acquiring high-quality backlinks to enhance domain authority and organic search rankings.
- **Monitored and Evaluated SEO Performance:** Tracked and analyzed key SEO metrics, identified trends, and presented data-driven insights to stakeholders using **GA4** and **Google Search Console**.
- **Integrated SEO with Social Media Strategy:** Coordinated social media content & strategy to complement SEO initiatives and boost visibility and engagement.
- **Stakeholder Communication:** Delivered regular performance reports & actionable insights to ensure alignment of SEO strategies with business objectives.
- **Implemented Brand Safety Protocols:** Ensured that SEO strategies adhered to brand safety guidelines, managed media plans & maintained tracking mechanisms.

Achievements:

- Achieved an increase in website traffic through the successful execution of targeted SEO campaigns, resulting in improved client satisfaction and retention.
- Developed a comprehensive SEO playbook that standardized processes and best practices, leading to increased efficiency and effectiveness within the team.
- Successfully led SEO strategies that drove significant traffic growth and client satisfaction, while nurturing talent within the team through mentorship and training initiatives.

Jun'2017 to May'2021: SEO ANALYST at VIRTUVIAN VENTURES PRIVATE LIMITED

Key Result Areas:

- **SEO Strategy Development:** Planned and executed comprehensive SEO campaigns to boost **organic traffic** and **site performance**.
- **Keyword Research Expertise:** Conducted thorough keyword analysis to inform targeted **content strategy** and increase visibility.
- **On-Page SEO Optimization:** Performed detailed site audits using **Screaming Frog** to enhance **site structure** and ensure **search engine compatibility**.
- **Off-Page SEO Management:** Led backlink-building campaigns through **content creation**, **blog outreach**, and **social bookmarking** to strengthen domain authority.
- **Community Engagement:** Actively participated in discussions on platforms like **Quora** to build **brand credibility** and attract additional traffic.