

# ABHIJIT SINGH

## SEO ANALYST - TEAM LEAD

### PERSONAL PROFILE

Seasoned SEO Analyst and Team Leader with over 7+ years of experience in driving organic growth and crafting effective SEO strategies. Expert in improving search engine rankings, boosting web traffic, and enhancing user engagement. Demonstrated leadership skills with a proven track record of managing and mentoring junior team members to achieve business objectives and ensure the success of client campaigns.

### SKILLS

- Search Engine Optimisation(SEO)
- Search Engine Marketing (SEM)
- Mobile Marketing
- ORM
- Affiliate Marketing
- Email Marketing

#### Tools:

- Google Analytics
- Ahrefs
- SEMrush

#### On-Page Optimizations:

- Keyword Research
- Competitor Website Analysis
- Writing Title & Meta Tags
- Fixing Alt Tags, Title Attributes, H1 Tags
- Setup & Monitoring Webmaster Tools
- XML Sitemap Generation
- Google Analytics Setup
- Generating Monthly/Weekly Reports
- Using Webmaster Tools for Website Status Monitoring

#### Off-Page Optimizations:

- Social Bookmarking Submission
- Directory Submission
- Forum, Classified, Yahoo Answer Postings
- Article Submission
- Blog Commenting
- Monitoring Keyword Positions in Major Search Engines

### HOW TO CONTACT ME

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### EXPERIENCE

#### SEO and ORM Team Lead

Cheenti Digital Agency | Bangalore | July 2024 - Jan 2025

- Managed in-house SEO projects and led a team of **7 SEO specialists**, overseeing daily operations and ensuring alignment with business goals.
- Optimized and maintained **Google My Business (GMB) profiles** for the company, driving local search visibility and improving customer engagement.
- Handled online reviews and reputation management, ensuring timely responses and building a positive online reputation for the business.

#### SEO Analyst - Team Lead

DOT Mappers Pvt. Ltd | Bangalore | Jul 2019 - 2024

- Supervised a team of **14 SEO professionals**, providing mentorship and strategic direction.
- Managed SEO campaigns for **70+ Australian clients**, focusing on **on-page** and **off-page** optimization, including meta tags, header tags, page rank, and backlinks.
- Achieved top keyword rankings, driving client websites to the first page of search results.
- Analyzed performance using tools like **Google Analytics**, **Ahrefs**, and **SEMrush** to inform SEO strategies.
- Conducted **keyword research** and **competitor analysis** to develop effective digital marketing strategies.
- Presented weekly and monthly reports to clients with actionable insights and recommendations.

#### Social Media Specialist

Rent My Stay | Bangalore | Nov 2018 - Dec 2018

Contributed to Facebook and social media optimizations.

#### Digital Marketing Executive

Masira Digital Marketing Pvt. Ltd | Sept 2016 - Nov 2018

- Implemented SEO strategies and supported various digital marketing efforts.
- Focused on on-page and off-page SEO optimization tasks to enhance online presence.

### CERTIFICATIONS

Digital Marketing | ExcelR | 2024

Digital Marketing | NIDM | May 2018 - Aug 2018

### EDUCATION

Jain University, Bangalore | PGDM, Finance | 2014 - 2016

Dayananda Sagar College, Bangalore | BBM | Bachelors in Business Management | 2019 - 2020