

# Ahsab Ansari

## SEO Specialist

Bengaluru, Karnataka 560070

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+91 80903 51756

- I'm a motivated Digital Marketing specialist with up to 4.5 years of successful professional experiment
- To be associated with a progressive organization to utilize my skills and abilities in the industry that offers professional growth while being resourceful and Innovative
- Good communication, creative bilingual Hindi and English in Search Engine Optimization
- Problem-solving skills & client deliverables for carrying out various SEO/SEM campaigns.
- Able to combine web marketing and analyst talents with algorithmic skills focusing on ROI
- Basic understanding of the majors' languages: HTML, XML, CSS, PHP
- Mastering all essential SEO tools: Google Applications (Analytics, AdWords, Sites, WebMaster's Toolkit), Ahref, Semrush, Moz, etc.
- Passionate and always curious, experimenting with different media & steadily heading for new concepts

Willing to relocate: Anywhere

## Personal Details

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**Date of Birth:** 1996-06-26

**Eligible to work in:** India

**Highest Career Level:** 2-5 years experience

**Industry:** Internet, Ecommerce, Marketing

**Total years of experience:** 4

## Work Experience

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### Sr. SEO Expert

Appiness Interactive-Bengaluru, Karnataka

Full-time

1 month notice period

November 2022 to Present

- Oversaw search engine audit documentation for client websites and provided recommendations.
- Conducted keyword research focused on highly relevant and high-traffic keywords.
- Proposed SEO enhancements, including internal structure improvements, identifying content gaps, and highlighting new content opportunities.
- Compiled end-of-month progress reports and prepared search engine ranking and traffic analyses to identify areas for improvement.
- Monitored, tracked, and reported website traffic trends using site analytics tools.
- Conducted market and competitor research and analysis.
- Stayed updated on the latest SEO technologies and tools.
- Collaborated with other SEO teams to brainstorm ideas and address complex challenges faced by clients.
- Worked with stakeholders to ensure their content is optimized for SEO.

- Communicated with clients to provide guidance on site optimization through written correspondence, conference calls, and meetings.
- Engaged in forums, read blogs and white papers, and attended industry events to stay informed about SEO trends and technologies.
- Managed all assigned projects to ensure they progressed smoothly.
- Handled client interactions and resolved related issues and inquiries.
- Conducted client meetings and presented growth and improvement reports effectively.
- Executed on-page optimization tasks and resolved related issues.
- Developed content requirements for assigned projects.
- Maintained keyword rankings and assessed traffic potential.
- Performed website analyses for new projects, including technical, competitor, and keyword analyses.
- Monitored search engine algorithm updates and adjusted digital marketing strategies to sustain search visibility.
- Analyzed competitor websites to uncover new opportunities and strategies.
- Created and managed events in Google Tag Manager.
- Established goals and funnels in Google Analytics.
- Prepared SEO proposals for new projects.

## **SEO Team Leader**

Quantum IT Innovation-Noida, Uttar Pradesh

Full-time

June 2021 to November 2022

- Audited client websites for search engine optimization and provided actionable recommendations.
- Conducted in-depth keyword research focused on highly relevant and high-traffic terms.
- Suggested SEO improvements, including internal architecture optimization, identifying content gaps, and recommending new content opportunities.
- Managed over 10 client portfolios, successfully improving rankings to place websites in the top 10 on major search engines.
- Prepared end-of-month progress reports, search engine ranking, and traffic reports to evaluate performance and pinpoint areas for improvement.
- Monitored, tracked, and analyzed website traffic trends using analytics tools.
- Carried out comprehensive market and competitor research and analysis.
- Stayed updated with the latest SEO technologies, tools, and trends.
- Collaborated with other SEO teams to brainstorm ideas and troubleshoot complex issues for both new and existing clients.
- Worked closely with stakeholders to ensure content was optimized for SEO.
- Managed client communication, offering site optimization instructions via written reports, conference calls, and meetings.
- Stayed informed about search engine updates, SEO strategies, and industry trends by engaging in forums, reading blogs, white papers, and attending relevant events.
- Oversaw the management of assigned projects to ensure smooth execution.
- Resolved client queries and issues, maintaining a high level of client satisfaction.
- Presented growth and improvement reports in client meetings.
- Performed on-page SEO tasks, addressing any on-page issues.
- Developed content requirements for assigned projects.
- Maintained keyword rankings and assessed traffic potential.
- Conducted comprehensive website analysis for new projects, including technical, competitor, and keyword analysis.

## **Digital Marketing Executive**

RMC Collections & Decordec-Bhadohi, Uttar Pradesh

Full-time

October 2020 to June 2021

1. Managed and provided clients with their Home Decor Business through Digital Marketing tools and strategies
2. Designed their website and managed their social media for Brand marketing tools and technologies, with a track record of creating and implementing successful Exposure.
3. Business strategies for my Clients. - Managed their E-commerce business and executed it till the end and provided them Exposure & sales on E-commerce platforms like Amazon, Etsy, Meesho, etc.

## Education

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### **Master's in Computer Applications**

Veer Bhadur Singh Purvanchal University - Jaunpur, Uttar Pradesh

May 2018 to April 2020

### **Bachelor's in Computer Applications**

United Group Of Institutions - Allahabad, Uttar Pradesh

May 2015 to June 2018

## Skills / IT Skills

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- Marketing
- Time management
- Content management
- Website Designing
- Web development
- SMM
- Mind Map (1 year)
- JavaScript
- Computer skills
- Web analytics
- Analysis skills
- Semantic Web
- A/B testing
- Google Ads
- Leadership
- Project management software
- SEO
- Microsoft Excel
- WordPress
- Trello

- SEM
- Organizational skills
- Hotjar Analysis (2 years)
- Content management systems
- MailChimp
- Google Tag Manager
- Market research
- Google AdWords
- PPC Campaign Management
- B2B
- Google Analytics
- Content creation
- Facebook Advertising
- Presentation skills
- Linkbuilding
- 50+ AI Tools (1 year)
- Google Search Console
- Microsoft Word
- Performance marketing
- Microsoft Powerpoint
- Email marketing
- Digital marketing
- Lead Generation
- Content marketing
- Customer acquisition
- E-commerce

## Languages

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- English - Expert
- Hindi - Native
- Kannada - Beginner

## Online Profile

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<https://www.linkedin.com/in/ahsab-ansari-7a24a919b/>

## Awards / Achievements

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### **Digital Marketing Certification - Google**

January 2021

## Certifications and Licenses

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### **Digital Marketing Certification - NDMIT**

January 2020 to Present

## Projects / Papers Presented

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### **Manipal Hospitals**

<https://www.manipalhospitals.com/>

November 2022

### **Exodus Nails & Co.**

<https://exodusnails.com/>

April 2022