

# NITESH KUMAR RANKA

( DIGITAL MARKETING / SEO STRATEGIST )

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## OVERVIEW

### SEO Strategy & Implementation

- Expertise in developing and executing data-driven SEO strategies to boost organic search rankings and website traffic.
- Proven track record in optimizing content, technical architecture, and link-building strategies.

### Data-Driven Analysis

- Skilled in keyword research, competitive analysis, and performance tracking to maximize search visibility.
- Proficient in Google Analytics, Search Console, and SEO tools like SEMrush and Ahrefs.

### On-Page & Technical SEO

- Mastery in optimizing website structures, meta tags, and page speed improvements.
- Deep understanding of Core Web Vitals, mobile-first indexing, and structured data.

### Content Strategy & Optimization

- Expertise in crafting high-impact content strategies aligned with user intent and search trends.
- Strong collaboration with content creators for scalable content solutions.

### Link-Building & Outreach

- Proven ability to build authoritative backlinks through ethical and impactful outreach campaigns.
- Development of strategic partnerships for off-page optimization.

### Results-Driven Leadership

- Passionate about leading cross-functional teams and fostering innovation.
- Strong focus on ROI and long-term search engine visibility strategies.

## EXPERIENCE

### Digital Marketing Manager

Sep 2022 - Aug 2024

#### EdhaCare (US4 Business Solutions Pvt Ltd), Gurugram

- Leading a dynamic team of digital marketing professionals (SEO Executives, Content Writers, PPC Executives, Social Media Executives, Graphic Designers & Web Developers), assigning tasks, and ensuring timely collection of performance reports.
- Developing and executing result-driven marketing strategies after securing management approval.
- Coordinating cross-functional teams to meet project deadlines and deliver impactful results.
- Focused on driving digital growth through data-driven insights, agile marketing strategies, and effective project execution.

### Digital Marketing Manager

Jan 2019 - Aug 2022

#### Spyne (Eventila Technologies Private Limited), Gurugram

Led the Digital Marketing team, strategizing, executing campaigns with the team, and reporting results to management. Primarily focused on India & US-based projects.

### SEO Manager

May 2017 - Jan 2019

#### Zatak Softech Private Limited, Gurugram

Handling ecommerce projects to generate organic leads in the USA & Canada.

### SEO Executive

Aug 2013 - Apr 2017

#### SCIT Solutions Private Limited, Gurugram

Managing SEO for clients across industries like Real Estate, Logistics, Education, IT & Insurance. Also handling in-house projects as well.



## EDUCATION

**PGDBA in Marketing & CRM**  
2018-2021, SCDL, Pune

**B.Tech. in Computer Science**  
2009-2013, UIET, KUK

## AREAS OF EXPERTISE

- Keyword Research
- Technical SEO
- Content Optimization
- Web & Google Analytics
- SEO Strategy Development
- On-Page SEO & Link Building
- Performance Analysis
- Data Driven Strategies
- Core Web Vitals
- HTTP Status Codes
- Google Structured Data
- SEO For Local Businesses
- Ecommerce SEO
- International SEO
- App Store Optimization
- Competitor Analysis
- User Experience (UX)
- SEO Project Management
- Market Research
- Funnel Optimization
- Attribution Models
- Website Architecture
- Rich & Featured Snippets
- Content Management System
- Content Delivery Network
- Image & Video SEO

## TOOLS FOR SEO

- Google Analytics 4
- Google Search Console
- Google Tag Manager
- Google Business Profile
- Google Keyword Planner
- Google Looker Studio
- SEMrush & Ahrefs
- Screaming Frog SEO Spider