



SHRIDEVI SANGOLGE

SEO Specialist | Technical SEO | AIO | GEO & AEO Marketing

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Education

M.Tech in Digital Electronics & Communication

RRS, JNTU Hyderabad

B.Tech in Telecommunication

REC College, VTU Karnataka

Diploma

Govt Polytechnic College, Bidar

Profile Summary

SEO Specialist with 7+ years of experience across different industries, skilled in on-page, off-page, and technical SEO. Proficient in primary SEO tools including GSC, GA, SEMrush, Ahrefs, and Screaming Frog. Strong expertise in UI/UX, CRO, and content optimization to drive growth and enhance online visibility.

Key Highlights

- ✓ 7+ years of experience in SEO (On-Page, Off-Page, Technical, Local SEO)
- ✓ Expertise in Conversion Rate Optimization (CRO) and Market Research
- ✓ Practical knowledge of WordPress, Shopify, and Wix (Technical SEO)
- ✓ Basic experience in Google Ads, Social Media Marketing, and Content Strategy
- ✓ Proven ability to boost SEO, improve website performance, and grow brand visibility
- ✓ Experience with B2B SaaS websites, LinkedIn marketing, and YouTube optimization
- ✓ Hands-on experience with AI tools like ChatGPT, DeepSeek, Gemini, Surfer SEO, and more
- ✓ Worked in an IT company promoting and optimizing AI-driven products

Professional Experience

Royal Cyber

SEO Specialist

July 2024 – Present

Projects: Royal Cyber, ClassBuddy, Nouraa and agentic ai

- Managed SEO for corporate and AI product websites (ClassBuddy, Nouraa and agentic ai).
- Optimized on-page content and built SEO-friendly pages.
- Resolved technical SEO issues through tools and manual audits.

Core Skills

- SEO (On-page, Off-page, Technical) Market Research & Competitors Analysis
- Knowledge of AIO- GEO, AEO
- International SEO & E-commerce Optimization
- Branding & Content Marketing
- Audit Reports & Performance Tracking
- Basic knowledge of SMO & Paid Ads.
- Prompt Handling
- Client Communication & Reporting
- Website Management & CRO

Tools & Platforms

- **SEO Tools:** Google Analytics, GSC, BMT, SEMrush, Ahrefs, Screaming Frog, Keyword Planner, Moz, Siteliner, SEO Surfer, Jasper, Looker Studio, Page speed insights, ChatGPT , Canava, Tube buddy and SE ranking etc.
- **CMS:** WordPress, Shopify, Wix
- **Applications:** MS Office, Excel, Notion
- **OS:** Windows, Linux, MacOS, Android
- **Languages:** HTML, CSS, JavaScript

- Executed off-page SEO and organic promotion (incl. LinkedIn and Youtube).
- Collaborated with teams to align SEO with business goals.
- Supported lead generation through SEO-driven strategies.
- Enhanced visibility for AI solutions powered by Aigentic.
- Contributed to SAP, Salesforce, and ServiceNow AI projects by aligning SEO with target audiences.

Asentech, LLC

SEO Specialist

Feb 2023 – May 2024

Projects: ModernaTX (Global), Accord Healthcare, Camcevi

- Led and executed SEO strategies for multiple pharmaceutical websites.
- Collaborated with cross-functional teams to enhance organic search visibility.
- Managed client communication and contributed to strategic planning.
- Resolved technical issues across company websites, ensuring they were optimized and search-engine friendly.

Dotmappers IT Pvt. Ltd , Agency

SEO Specialist

Dec 2021 - Jan 2023

Projects: US & Australian Clients

- Managed on-page, off-page, and technical SEO initiatives.
- Collaborated with development and design teams to implement SEO best practices.
- Worked closely with Australian project managers to align strategies and deliver results.
- Handled multiple client websites simultaneously, improving rankings and overall performance.
- Gained extensive experience managing 10–15 websites at the same time.

Advanced Micro Services Pvt. Ltd,

Digital Marketing Analyst (SEO)

May 2019 – Dec 2021

- Led SEO operations for four company websites.
- Worked with cross-functional teams to implement improvements.
- Managed website updates, social media, and content posting.
- Reported digital marketing performance to management.
- Conducted market research to identify growth opportunities.

Atwise Inc.

SEO Analyst

July 2018 – April 2019

- Assisted with keyword research, competitor analysis, and blog posting.
- Helped fix meta tags and supported content planning and SEO reporting.