



SHILPA P S

SEO STRATEGY LEAD

+91 8086 878 139 shilpaps.in@gmail.com Cochin, Kerala

Seasoned SEO Strategy Lead with 5+ years of experience driving measurable growth across diverse industries. Proven expertise in SEO strategy development, team management and cross-functional collaboration to enhance organic visibility and deliver result. Strong command of technical SEO, link building, content marketing and analytics with the ability to align SEO initiatives with overall business objectives. Recognized for building scalable processes, mentoring teams and delivering data-driven insights to executives.

WORK EXPERIENCE

EIGHTY SIX

MEDIA

Present
March 2024
Cochin

SEO STRATEGY LEAD

Led SEO strategy for diverse clients aligned with growth goals.
Built roadmaps across keywords, content, links and audits.
Collaborated with content, design, and SM teams.
Mentored SEO specialists, improving workflows and tools.
Achieved measurable gains in reach, and rankings.

CRICTRACKER

April 2022 -
February 2024
Bangalore

SENIOR SEO SPECIALIST

Directed SEO strategy for multiple global sports sites.
Led and mentored a junior SEO team.
Improved site speed, usability and indexation.
Drove visibility through link-building and structured data.
Boosted organic traffic and engagement during major sports events.

TRUEWAY

DIGITAL

March 2020 -
January 2022
Cochin

SEO ANALYST

Managed and optimized multiple websites.
Executed on-page, off-page, and technical SEO strategies.
Conducted keyword research and competitor analysis.
Boosted rankings and reduced acquisition costs.

ORGANIZE TECHNOLOGIES

December 2018 -
February 2020
Cochin

SEO ANALYST

As a member of a team, I am responsible for managing both Off Page and On Page aspects.

EDUCATION

B.Tech in Computer Science and Engineering (CSE)

COURSE

Create a google ads search campaign

LANGUAGES

| | |
|-----------|-------------|
| English | <div></div> |
| Hindi | <div></div> |
| Malayalam | <div></div> |
| Tamil | <div></div> |

SKILLS

SEO AND STRATEGY

On-page,
Off-page and Technical
SEO, SEO Roadmap
Development,
Link Building, Keyword
Research, Site Architecture

ANALYTICS AND TOOLS

Google
Analytics (GA4), Google
Search Console, SEMrush,
Ahrefs, Moz, Screaming
Frog, Data-driven SEO
Reporting

DIGITAL MARKETING

Content Marketing,
Omnichannel
Campaigns (SEO + Social),
Core Web Vitals & UX
Optimization

LEADERSHIP AND COLLABORATION

Team Mentorship
and Training,
Workflow Optimization,
Crossfunctional
Collaboration,
Client Communication

EMERGING TRENDS

AI-driven
SEO, Voice Search
Optimization, Local and
International SEO,
E-E-A-T and
Algorithm Adaptation