

Pradhumnya Khanayat



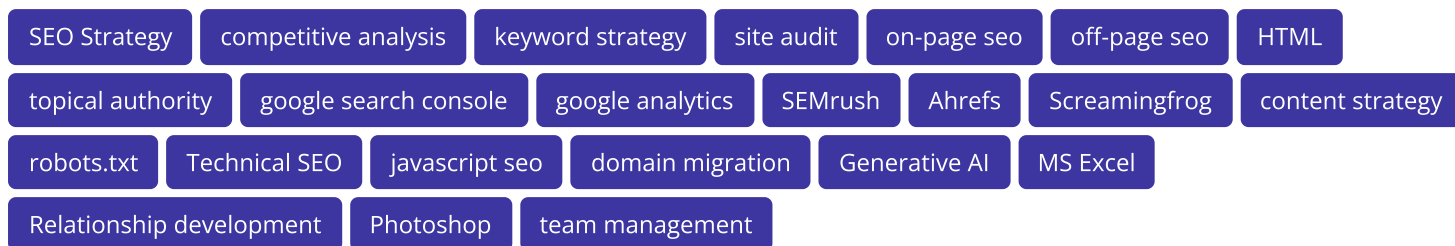
Assistant Manager SEO

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SUMMARY

SEO Specialist with proven experience in increasing organic traffic across industries for 6+ years, boosting business outcomes and revenue. Proven expertise in SEO strategy, content creation, link building, analytics & reporting, keyword research, and Google Ads.

KEY SKILLS



PROFESSIONAL EXPERIENCE

Assistant Manager SEO

Sep '22 - Present

GUS Global Services India Pvt. Ltd

Gurugram

- Creating **SEO** and organic growth strategy for **3 ed-tech** brands - **UPES, UPES Online, & Pearl Academy**.
- Increased overall YOY traffic by **20%** and revenue by **2x**.
- Collaborated cross-functionally with **content** writers, **developers**, and **designers** for smooth flow of tasks
- Well-versed in tools like **Search Console**, **SEMrush**, **Thruuu**, **Google Analytics** for improvement and sharing growth **strategies** like **lead magnets**, building **topical authority** & **EEAT** with articles, blogs, & web linking.
- Prioritized **Competitor analysis** for building quality backlinks and driving referral traffic (**15% MOM**).
- Evaluating **3 key performance indicators** (KPIs) for business such as **organic traffic**, **keyword rankings**, **conversion rates & Traffic-to-Lead ratio**.
- **Marketing Automation**- Used **DashCX** (previously WhatCX) to create WhatsApp automated chatbot for conversation. SPOC for onboarding, functioning and execution of tool. Made **20+ automated journeys** for different products.
- **Technical SEO**- Led website speed improvements using PageSpeed Insights and Screaming Frog for faster crawling, rendering, and indexing & improved **core web vitals** scores for SEO ranking boost.
- **Content Marketing**- Making **content outlines**, **content briefs** for copywriters to enhance on-page content, targeting keyword **intent** and **user needs**. Targeting long tail queries for **generative AI** results.
- Contributed in the development of new website UPEOnline, creating user-friendly **navigation structure**, **landing page** design, **URL** structure, breadcrumbs, canonical tags, category pages, etc.
- **Domain migration** from CCE UPES to UPEOnline, creating **301** redirect map, address change in GSC, **website footer** section, CTA placement, etc.
- Optimized landing pages, banners, copy, and all web-based elements.

Co-Founder

Nov '19 - Present

Mabruqq.com

Gurgaon

- **Mabruqq**, is a **coupon aggregator platform** in the **Middle East**.
- On-boarded **200+ clients** from **affiliate partners** like Arabclicks, Admitad, Partnerize, Boostiny & TradeTracker working in gulf countries .

- Managing all **GoogleAds campaigns, technical SEO, website optimization & outreach strategies.**
- **1.2 mn content views** on **Quora** Profile.
- Creating content for **150+ webpages, 100+ blogs, linkedIn, social media post, instagram,** and other platforms.

Senior SEO Analyst

Dec '19 - Sep '22

VSS Marketing

Gurgaon

- Developed & executed strategic plans & road-maps relating to topics such as **site architecture, keyword analysis, campaign support, & content strategy.**
- Achieved **15x website traffic** over a **1.5 year** period through consistent organic SEO growth & positioned **100 keywords in Top 5 SERP searches.**
- Leveraged SEO tools like **Search Console, Ahrefs, SEMrush for implementing SEO, link building, Social Media strategies** & setting up campaigns.
- Incorporated **XML sitemaps, robots.txt files, canonical tags, and 301 redirects** to facilitate search engine spidering, crawling & indexing with tools like **Screamingfrog, PageSpeed Insights, Sitebulb, GT Metrix,** etc.
- Presented **in-depth competitor analysis** to check competitor activities with ad placement, keyword use, placement bids and landing pages.
- Onboarded **250+ clients** from third-party affiliate platforms like Share-A-Sale, Impact, Awin, Optimise, CJ & Admitad.

SEO Executive

Nov '17 - Nov '19

Asaan Ecommerce Pvt. Ltd.

Gurgaon

- Planned & implemented **on-site optimizations, backlink analysis, conversion optimization, content distribution.**
- Increased business **revenue by 20x** from some top e-commerce campaigns.
- Analyzed key performance indicators like **rankings, search visibility, links, organic CTR, branded traffic.**
- Strengthened website's organic presence by placing more than **150 keywords in top 5 results.**
- Accelerated Organic search traffic by **redesigning URL structure, on-page content, navigation, and executed linking strategy that increased organic traffic by 60%, decreased bounce rate by 15%.**
- Driving relevant SEO content creation as well as getting **10+ backlinks per day.**

Digital Marketing Executive

Feb '17 - Nov '17

Regrob Infrastructure Pvt. Ltd.

Noida

- Designed a keyword map for **75-100 targeted keywords** and framed SEO friendly informative content around it.
- Wrote **90-100 Content for Webpages, Blog & article** for website blog and other content distribution platforms. Aided marketing teams to identify **20-30 conversion pages with tools like Analytics, Webmaster & Moz.**
- Completed **SEO audits on 10 different competitor websites** for identifying ranking improvement opportunities. Increased Youtube **subscribers count to 2k** with video marketing strategy.
- Executed link building, On-Page & Off-Page SEO strategies successfully which led to increase in **website traffic by 20%.**

EDUCATION

Bachelor of Technology in Computer Science

Aug '12 - Aug '16

Kurukshetra University

Panchkula
