

+919264955475

chaurasiashubham880@gmail.com

[Website](#)

Profile Summary

Results-driven SEO Analyst with 3 years of experience in B2B SaaS marketing, user and market research, PPC, and product marketing. Seeking transition to Product Management role. Deep understanding of SEO and passion for product management practices.

Work Experience

SEO Analyst | Clavax Technology LLC

Nov 2022 - Present

- Developing and implementing effective SEO strategies for the Real Estate Online Auction SaaS platform to increase organic search visibility and drive website traffic.
- Conducting keyword research, competitor analysis, and staying up-to-date with search engine algorithm updates. Gained experience in copywriting and Link building.
- Collaborating with cross-functional teams, such as product and content teams, to ensure SEO best practices are integrated throughout the product development and content creation processes.

SEO Specialist | Rathi Global Group

Aug 2022 - Nov 2022

- Ranked 3 domains in the top 3 for 10+ keywords, and generated leads with local SEO.
- Gained experience in landing page creation, Off-page SEO, On-page SEO, and Advanced tools like Pipedrive, Semrush, Ubersuggest, etc.

Digital Marketer | Adsgraphy

Sep 2020 - July 2022

- Handled documentation and customer tickets and wrote SEO-friendly content for software.
- Analyzed Google Analytics data, performed Excel and presentation tasks
- Learned basic AWS cloud services, managed Jira tasks and Linux server
- Worked with Power BI and gained an understanding of analytics.

Digital Marketer Intern | Rank keywords Group

June 2020 - Sept 2020

- Gained hands-on experience in web development, and social media advertising. I conducted keyword research, optimized website content, and implemented effective SEO.

Professional Skill

- Google Analytics
- Product Management
- Keyword Research
- Market Research

Technical Skill

- CMS platforms
- Python, SQL
- Data Analysis
- Technical SEO

Education

Bachelor of Technology in Computer Science

2022 - 2025

Apollo Institute of Technology, Kanpur

Polytechnic Diploma in Information Technology

2019 - 2022

Government Polytechnic Kanpur, Kanpur

Tools Used

- Jira
- GTM
- Google Search Console
- ahref
- VScode
- Sheet/ Excel
- ChatGPT
- Figma