

Suryalok Mishra

Delhi, India | suryalokmishra@gmail.com | +91 8596998348

WORK EXPERIENCE

Digital Marketing Executive

Nov 2023 - Sep 2024

HyScaler (Nettantra Technologies India) | Bhubaneswar, Odisha

- Optimized content for 20+ high-traffic keywords, achieving top 3 rankings for 15 keywords.
- Generated 30+ high-quality articles using AI, securing first-page positions for 25 articles.
- Improved domain authority by 10% through strategic on-page optimizations.
- Built 150+ high-quality backlinks to boost traffic and visibility.
- Monitored and optimized SEO campaigns using SEMrush, resulting in a 25% increase in organic traffic.
- Analyzed US website traffic using Google Analytics, identifying key trends and reducing bounce rates by 15%.

SEO Executive

June 2022 - Nov 2023

Itech Business Solutions | Bhubaneswar, Odisha

- Increased organic traffic by 25% through a comprehensive SEO strategy, resulting in a 15% increase in website conversions.
- Boosted search engine rankings by 3 positions on Google within a month leading to a 20% increase in organic traffic.
- Successfully launched SEO campaigns for 10 new clients across diverse industries.
- Optimized website accessibility for 5 client websites, improving page load speed by an average of 30% and reducing bounce rates by 10%.
- Managed and optimized SEO campaigns for 10+ clients, emphasizing backlinks and analytics, leading to a 20% increase in website conversions.
- Built external links via guest posting on 10+ high-authority websites.
- Provided clients with detailed SEO reports and optimizations, improving overall website performance by 10%.

Digital Marketing Intern July 2021 - Jan 2023

11x Infisol Pvt Ltd | Bhubaneswar, Odisha

- Collaborated with 10 clients for SMM and SEO campaigns.
- Contributed to team efforts for social media campaigns.
- Managed organic and paid social media content.
- Enhanced client website traffic by 10% in two months.
- Scheduled social media posts, generated reports, and provided insights.
- Developed skills in email campaigns, content creation, and keyword planning.

CERTIFICATIONS

SEO Fundamentals with Greg Grifford

[View credentials](#)

Backlink Management Course with Greg Grifford

[View credentials](#)

EDUCATION

Bachelor's in Business Administration

Major in Marketing

May 2018 - July 2021

Sri Sri University (Cuttack, Odisha)

Student of Commerce

July 2016 - May 2017

Delhi Public School, Kalinga (Odisha)

SKILLS

SEO | SMM | Google Adwords | Google Analytics | Google Search Console | SEMRush | Keyword Research | Meta Ads | Moz | Screaming Frog | Ahrefs