

Akshay Singh

Senior SEO Executive & Analyst

📍 Vishwash Nagar Shahadra, New Delhi, India | 📞 +91 7634975192 | 📧
akshaydee17.gp@gmail.com

Professional Summary

Senior SEO Specialist with 3+ years of experience in driving organic traffic growth and implementing advanced SEO strategies. Proficient in technical SEO, keyword research, analytics, and optimization using tools like SEMrush, Ahrefs, and Google Search Console. Proven ability to collaborate with cross-functional teams to deliver measurable results. Skilled in A/B testing, web analytics, and SEO reporting with a strong analytical mindset and leadership skills.

Skills

SEO Tools:

- SEMrush, Ahrefs, MOZ, Google Search Console

Technical Skills:

- HTML, SEO reporting, A/B testing, analytics, ChatGPT Prompt

Key Skills:

- Keyword optimization, website audits, backlink creation, strategic planning, content management

Soft Skills:

- Team collaboration, communication, leadership, analytical thinking

Professional Experience

Senior SEO Executive & Analyst

Red Dash Media, Delhi, India

Jan - 2024 – Present

- Spearheaded SEO strategies leading to a 75% growth in organic traffic within eleven months.
- Conducted advanced keyword research and optimized content for high-value search terms.

- Collaborated with development and marketing teams to implement SEO best practices aligned with business objectives.
- Monitored and analyzed site analytics to identify trends and actionable insights using Google Search Console.
- Guided a team of 8 SEO Executive and Interns, working on 20 diverse projects to deliver tailored SEO strategies based on client needs.
- Successfully planned and executed campaigns that resulted in increased traffic, brand awareness, quality leads, and higher conversions.
- Fostered a collaborative environment, providing mentorship and training to enhance team performance and achieve project goals.
- Conducted regular performance reviews and provided actionable feedback to drive continuous improvement across all projects.

Digital Marketing Executive

Fly Away Overseas & Consulting, Vaishali Ghaziabad, Uttar Pradesh, India
Jan 2023 – Dec 2023

- Developed and executed SEO strategies that increased website engagement by 25%.
- Enhanced content management systems, improving keyword alignment and content structure.
- Performed A/B testing on critical website elements, achieving a 15% improvement in user engagement metrics.

SEO Executive

Marketing Internet INC, Kaushambi Ghaziabad, Uttar Pradesh, India, India
Nov 2021 – Dec 2022

- Executed offsite optimization, boosting backlink quality by 40%.
- Conducted detailed website audits to identify and address technical SEO issues.
- Improved search engine rankings for competitive keywords through targeted optimization.

Graphics Designer

Timble Glance - Safdarjung Enclave, New Delhi, India
Jan 2021 – April 2021

Education

- **Diploma (Electrical Engineering)**
Yashvir Memorial Technical Institute , Bhambhewa - Jind, Haryana
2017 – 2020
Grade: 1st Division
- **10+2 (Arts)**

BSEB, Patna – Bihar
2021 – 2023
Grade: 1st Division

- **10th**
BSEB, Patna – Bihar
2015 – 2016
Grade: 1st Division

Projects

The Kings Bay (USA eCommerce Project)

- Managed SEO strategies for six months, resulting in a 35% increase in organic traffic and a 20% rise in sales.
- Conducted competitor analysis and implemented a keyword optimization plan, enhancing visibility for key product categories.

Sushant Kaushik (YouTube Channel)

- Improved video viewership by 70% through strategic content optimization and social media marketing.
- Handled subscriber engagement, increasing the channel's growth rate.

LeMirch (Restaurant Asian)

- Implemented a comprehensive SEO strategy that increased organic traffic by 40% and improved visibility for high-value keywords like "best Indian restaurant in KL."
- Enhanced website authority through quality backlink creation and on-page optimization.
- Achieved a 25% increase in sales and reservations via targeted content strategies and local SEO.

Adona.in

- Developed and executed an SEO plan that resulted in a 35% growth in organic keywords ranking in the top 10 positions.
- Increased website authority by optimizing technical SEO elements and creating high-quality content.
- Generated a 30% rise in sales leads through strategic keyword targeting and improved user experience.

Red Dash Media

- Spearheaded SEO initiatives that boosted website traffic by 50% and enhanced authority for competitive keywords like "Social Media Agency Delhi."
- Implemented advanced analytics tracking to measure campaign performance and ROI effectively.
- Played a key role in increasing lead generation by 40% through customized SEO solutions.

Amrit Cement

- Designed an SEO strategy that resulted in a 45% increase in organic traffic and improved keyword rankings for terms like "best OPC 53 grade cement."
- Strengthening website authority by creating a robust backlink profile and optimizing technical aspects.
- Drive a 30% growth in inquiries and dealership requests through targeted content marketing and regional SEO campaigns.