

## Contact

### Phone

+919930586938

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### LinkedIn

Balaji Thangaraj

### Address

Thane, India - 400607

## Education

March 2021

### Bachelor of Commerce (BCom)

Sheth NKTT College of Commerce,  
Mumbai University

## Certifications

March 2020

### Digital Marketing Course

Keerti Institute

March 2020

### Graphic Designing Course

Keerti Institute

March 2020

### Web Designing Course (Basic)

Keerti Institute

## Expertise

On-Page Optimization

Off-Page Optimization

Keyword Research

SEO Audit

Google Search Console

Google Analytics (Beginner)

Client Coordination

Team Leadership

SEMRush

Communication Skills

Microsoft Excel

## Language

English

Tamil

Hindi

Marathi

# Balaji Thangaraj

## Sr. SEO Executive

Senior SEO Executive with a proven record of driving organic growth and optimizing online visibility. Devising and executing data-driven SEO strategies that boost search rankings, enhance website performance, and deliver measurable business outcomes. Strong client relationships, ensuring seamless alignment of goals, and exceeding expectations through strategic communication and collaboration.

## Experience

### June 2024 - Present

Digixpressions Media | Ghansoli

#### Sr. SEO Executive

- Executed successful data driven SEO strategies in alignment with business objectives for BlinkX, one of the leading stock market company.
- Elevated 100+ keywords to the Top 20/10 positions, which resulted in 30% growth in traffic for BlinkX
- Conducted in-depth keyword research, competitor analysis and technical audit to improve the search engine visibility for websites
- Managed a team of 2 members along with cross functional collaboration with the content and off-page team

### January 2024 - May 2024

BestoSEO Solutions | Thane

#### Team Lead

- Managing a team of 5 People
- Assigning day-to-day tasks for the team, setting goals, and creating a productive Environment.
- Leading the SEO team in strategizing and implementing effective on-page and off-page optimization.

### January 2023 - Dec 2023

BestoSEO Solutions | Thane

#### Sr. SEO Executive

- Conducting comprehensive keyword research to identify high-potential opportunities and optimize content accordingly.
- Utilizing Google Search Console to monitor website performance, track key metrics, and provide actionable insights to clients.
- Collaborating with clients to align SEO strategies and ensure satisfaction, fostering strong client relationships.

### June 2022 - January 2023

BestoSEO Solutions | Thane

#### SEO Executive

- Executed on-page optimization strategies, including meta tag optimization, content improvements, and internal linking, leading to improved search engine rankings.
- Implementation of off-page strategies, such as link building.

### March 2022 - June 2022

BestoSEO Solutions | Thane

#### SEO Intern

- Gained hands-on experience in various aspects of SEO, including keyword research, content optimization, and technical SEO.
- Assisted the SEO team in client projects, contributing to the execution of on-page and off-page optimization strategies.