

ABHISHEK DWIVEDI

Senior SEO Specialist | Strategic Thinker | Data-Driven

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SUMMARY

Dynamic SEO Specialist with over 6 years of expertise, well-versed in strategic thinking and variable SEO tools. Successfully led a team increasing web traffic by 70%. Passionate about harnessing analytics for robust decision-making.

EXPERIENCE

Senior SEO Specialist

Garage Collective 📅 01/2025 - Present 📍 Noida

- Developed and executed advanced SEO strategies that improved client conversion rates by 45% on average.
- Led a team of 3 in optimizing content, resulting in a 70% increase in organic web traffic over 18 months.
- Built and maintained comprehensive local citation portfolios for over 25 clients, enhancing their local search presence.
- Implemented innovative keyword research techniques leading to an average uplift of 30% in search term rankings.
- Collaborated with cross-functional teams to align SEO goals with broader digital marketing strategies, enhancing campaign effectiveness by 25%.
- Continuously monitored SEO performance metrics, providing data-driven insights that improved campaign efficiency.

Senior SEO Analyst

your-space 📅 06/2023 - 01/2025 📍 Delhi





- Executed onsite optimization leading to a 60% improvement in client site loading times.
- Conducted comprehensive SEO audits and provided actionable recommendations that reduced bounce rates by 40%.
- Managed SEO software tools such as Ahrefs and SEMrush to track client progress and strategy efficacy.
- Provided strategic insights to clients, resulting in a 50% extension rate of SEO service contracts.
- Authored monthly performance reports that effectively communicated results and strategies to non-technical stakeholders.

Seo Specialist

SleepyCat 📅 2023 - 2025 📍 Gurugram

- Optimized website pages and on-page content, significantly improving keyword rankings and boosting overall site visibility.
- Identified keyword and content gaps through competitive analysis, leading to targeted content creation and increased traffic.
- Created and optimized category pages, enhancing site structure and driving higher engagement through improved UX and SEO.
- Achieved a 600% increase in organic traffic and 450% growth in organic conversions through strategic SEO execution.
- Implemented data-driven SEO strategies, including technical audits, structured data, and performance tracking via GA and GSC.

KEY ACHIEVEMENTS

-  **Boosted Organic Traffic by 70%**
Led the strategic SEO overhaul which enhanced organic traffic by 70% across multiple key accounts.
-  **Improved Client Conversion Rates by 45%**
Designed a data-driven SEO strategy that improved client conversion rates by 45% within a 6-month period.
-  **Optimized Content for Higher Engagement**
Instrumentally contributed to content optimization projects resulting in unparalleled 60% bump in engagement.
-  **Increased Site Load Speed by 60%**
Orchestrated the successful reduction of client site loading times by 60% through strategic onsite optimization.

SKILLS

SEO Tools, Keyword Research, Local Citation Management, Onsite Optimization, SEM Rush, Ahrefs, BrightEdge, Microsoft Office, Analytics Interpretation, Time Management, Strategic Thinking, Google Analytics

EXPERIENCE

Seo Specialist

Bombay Shaving 2023 - 2024 Gurugram

- Conducted in-depth SEO audits to uncover technical issues, improving site health scores and indexing efficiency across client websites.
- Developed high-performing landing pages targeting long-tail keywords, resulting in a 3x increase in qualified leads.
- Collaborated with content teams to produce SEO-friendly blog content, increasing average session duration and reducing bounce rates.
- Enhanced internal linking structures and URL hierarchies, contributing to improved crawl depth and ranking distribution.

SEO Analyst

Power Gummies 01/2020 - 02/2023 Gurugram

- Optimized keyword usage across client websites, increasing click-through rates by 35%.
- Collaborated with a team to implement SEO best practices, achieving a 20% boost in search engine rankings.
- Assisted in on-page SEO projects which improved domain authority by 2 points in less than a year.
- Generated insightful reports for client presentations that significantly enhanced client engagement levels.

EDUCATION

Advanced Digital Marketing

MICA 01/2019 - 01/2020 Gujarat

Bachelor of Commerce

Delhi University 01/2015 - 01/2018 Delhi, India

LANGUAGES

English Native ●●●●● Spanish Advanced ●●●●●