

# 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

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### 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

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### Advanced Digital Marketing

[MICA](#)

⌚ 01/2019 - 01/2020 ⚽ Gujarat

### Bachelor of Commerce

[Delhi University](#)

⌚ 01/2015 - 01/2018 ⚽ Delhi, India

## LANGUAGES

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English

Native 

Spanish

Advanced 