

# RESUME

## G. SARAN RAJ

Address: Venkateswara(PG)

Bengaluru, Pin Code: 560068.

Email: [sraj97237@gmail.com](mailto:sraj97237@gmail.com), Contact No: 9944079979

Linkedin: <https://www.linkedin.com/in/saranrajgopal/>



### CAREER OBJECTIVE:

Experienced SEO & Digital Marketing Specialist with 9+ years of industry experience, including expertise in technical SEO, data-driven strategy development, and content optimization. Proficient in advanced tools and analytics platforms including Google Analytics 4 (GA4), Search Console, and Screaming Frog. Skilled in Core Web Vitals improvement, schema implementation, backlink strategy, and mobile-first indexing.

### EXPERIENCE:

I had 9+ years of experience a role in SEO analyst. Typically involves analyzing websites, keyword analysis, conducting keyword research, on-page optimization and off-page optimization, monitoring website performance, and implementing strategies to improve search engine rankings pages and organic traffic. Dedicated technical SEO, data analysis, identifying trends, link building, HTML5, CSS3, adobe PDF & wordpress, shopify, google webmaster tools, competitor analysis, SEO strategies, schema, google data studio, google tag manager and SEO reporting.

#### Designation: Digital Marketing Analyst

Company Name: Corefront Technologies Pvt. Ltd (Sep 2022 – March 2026)

#### Client Accounts: kk-foodproducts, Digitalvishnu

- Developed and executed comprehensive SEO strategies aligned with business objectives to improve organic traffic, search visibility, and lead generation.
- Conducted in-depth keyword research, keyword mapping, and search intent analysis using tools such as Ahrefs, SEMrush, and Google Keyword Planner.
- Performed technical SEO audits to identify crawlability, indexing, duplicate content, broken links, and website performance issues, providing actionable recommendations.
- Optimized on-page SEO elements including title tags, meta descriptions, headings, URLs, internal linking, image alt attributes, and structured content.
- Monitored and boosted Core Web Vitals, page speed, mobile usability, and overall website performance to enhance user experience.
- Implemented and maintained XML sitemaps, robots.txt files, canonical tags, breadcrumbs, and schema markup to improve search engine indexing.
- Analyzed website performance using Google Analytics 4 (GA4), Google Search Console, Ahrefs, and SEMrush to generate data-driven SEO reports.
- Conducted competitor analysis and SERP research to identify content gaps, backlink opportunities, and ranking improvements.
- Collaborated with content writers and marketing teams to create SEO-friendly landing pages, blogs, FAQs, and service pages refined for target keywords.
- Developed and implemented white-hat link-building strategies through outreach, guest posting, and authority website partnerships to improve domain authority.
- Managed content optimization initiatives, including updating outdated pages and improving semantic relevance to increase rankings and conversions.
- Worked closely with development teams to ensure SEO best practices were applied during website development and redesign projects.
- Enhanced website architecture, category structures, navigation, and internal linking to improve crawl efficiency and user experience.
- Monitored website health, crawl errors, index coverage, and technical issues, ensuring

continuous improvements in organic search performance.

- Prepared detailed website audit reports and SEO recommendations prioritizing fixes based on business impact.
- Researched and enforced the latest search engine algorithm updates and industry best practices to maintain competitive rankings.
- Leveraged AI-powered tools and Large Language Models (LLMs) such as ChatGPT and Gemini for keyword ideation, content planning, competitor analysis, and SEO workflow automation.
- Built SEO strategies for the era of AI-powered search by focusing on semantic SEO, topical authority, structured data, and user-first content optimization.
- Tracked SEO KPIs, measured campaign effectiveness, and provided regular performance reports with actionable insights to improve rankings and ROI.
- United with cross-functional teams to deliver scalable SEO initiatives while maintaining effective communication on project timelines, deliverables, and results.

**Designation: Digital Marketing Analyst**

**Company Name: Think and Learn Pvt. Ltd (BYJU'S) (Feb 2016 – May 2022)**

- Performed large-scale SEO strategies to improve organic visibility and drive engagement for EdTech platforms.
- Ranked 5,000+ high-value keywords to page 1 by leveraging gap analysis, competitor benchmarking, and automated tracking.
- Improved DA by 35% through guest posting, outreach, and authoritative backlink acquisition.
- Created and optimization metadata, alt text, sitemaps, and URL structures.
- Enhanced technical performance using Copyscape, PageSpeed Insights, and mobile optimization tools.
- Worked together with content teams on planning, editing, and SEO-focused writing using clean code practices.

## **EDUCATION QUALIFICATION:**

- M.E(EST) from GTEC , Vellore in 2014 with 7.85 CGPA.
- B.E(EEE) from P.T. Lee. CNCET, kancheepuram in 2011 with 62%.
- Diploma(EEE) from R.P.C, Gudiyatam in 2008 with 69%.
- HSC from N.K.M. Hr.Sec. School, Vellore in 2005 with 59%.
- SSC from N.K.M. Hr.Sec. School, Vellore in 2003 with 69%.

## **HOBBIES:**

- Music: listening to music.
- Sports: running, cycling, cricket.
- Outdoor Activities: camping, rock climbing.
- Puzzles and Games: Chess, video game.
- Exploring AI-powered tools for SEO automation

## **DECLARATION:**

I hereby declare that all the information furnished above is true and correct to the best of my knowledge and belief.

**Place:**

**Yours faithfully**

**Date:**

**(G.SARANRAJ)**