



Ritesh Singh

Proactive SEO Manager That Always Finds Ways to Utilize Proven Marketing Techniques in Developing Internet Marketing Programs. Most Known for Staying Up to Date on Search Engine Algorithms, Understanding the Best Ways to Optimize A Website and Gauging the Most Effective Website Design Methods. A Practical Professional That Understands the Need to Stay Current in An Internet-based Profession.



Work History

2017-11-
Current

Chief Manager-SEO

Max Life Insurance:- Gurugram(Haryana)

- Heading SEO for Max Life Insurance (Life Insurance, Health Insurance, Term Insurance).
- 165% Growth in SEO Traffic in last 15 month & 55% Jump in Transactions.
- Working closely with Product, Design & Content Team for page revamp, conversion Rate Optimization etc.
- Own SEO targets, planning, budget, and resource forecasting.
- Drive/Conduct keyword research and Collaborate with SEM team for keyword research and complementary campaigns.

2016-11-
2017-11

Senior Manager SEO

Healthkart.com, Gurugram,Haryana

- Driving Revenue, MOM growth for Online Business & Brand (Healthkart & Muscleblaze).
- Manage Digital Marketing, Web & Product Analytics Practice.
- Develop and present SEO user training to the marketing, online marketing, public relations, product management, UX and web development teams.
- Manage SEO strategies and campaigns to grow user base and improve brand awareness.



Contact

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Skills

SEO(Desktop & Mobile),
App Store Optimization
YouTube SEO,Local SEO,
SMO, Analytics, HTML,
Java Script, CSS
Content
HTML
Digital Marketing
Optimization
Research

- Web/Mobile/App: Funneling & Optimization-UX & UI, Search & Discovery, Recommendation & Personalization, Social & Price Optimization.

2014-11-
2016-10

Senior Manager SEO

Naukrigulf.com

- Helped Naukrigulf.com website to gain top positions for highly competitive keywords in Google UAE & Google Saudi Arabia.
- Increased online registration completions by 25% YoY (Year on Year).
- Overall, 75% increase in non-branded traffic for English & Arabic website.
- Coordinated a team of 4 to get 30 link building done in 1 month.
- Creation of Meta Title- Meta Description, URLs, and H1 Tags.
- Interlinking Strategy for English & Arabic Website.

2012-10-
2014-09

Online Marketing Manager

Naukri.com

- Managing different line of businesses of Naukri viz.
- Resume etc.
- Helped Naukri.com website to gain top positions for highly competitive keywords in Google India.
- Have over delivered on traffic & keyword targets.
- Have worked in tandem with product team and the tech team to get the tasks completed within a time bound manner, helping in business growth by increasing conversion ratio of the product.
- Spearheaded efforts to develop in-house website projects to automate and streamline SEO-related activities to increase profit ability while providing more value to the company.

2010-01-
2012-08

Asst. Manager

99acres.com

- Started SEO for 99acres.com from scratch (Organic traffic growth rose to 3 million from 30,000 in a span of 2 year).
- Introduced an approach to incorporating social

Media optimization to augment the traditional SEO offerings already in place.

- Incorporated CMS for 99acres to make things much easier for SEO by great coordination with tech, product, content as well as top level management.



Education

2004-07-
2008-07

Graduation:-B.Tech, CSC



ToolsUsed

- SEMrush
- Ahref
- Moz
- Similarweb
- Keyword Tool/IO
- Webmaster Console
- Google Analytics