**Anisha Chaudhari**

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**Work Summary**

* Results-oriented Certified Project Manager (PMP) with over eight years of total experience in the domain of entrepreneurship, digital marketing, project management, search engine optimization including brand marketing, content marketing, content strategy, social media marketing, business development, strategic thinking, product management, and client relationship management.
* Seasoned SEO specialist with 7 years of experience on building growth strategies and performing audits focused on-page, off-page, and technical SEO to drive revenue for high paced SaaS & PaaS companies via organic traffic growth and achieve quarterly set KPIs.
* Efficient in creating and managing account budgets, quarterly KPIs and customer timelines. Strong presentation skills to promote business development and sales through research, audits, and proposal development and client relationship management.
* Digital marketing strategist & SEO strategist with solid experience in facilitating a successful customer journey through heat mapping and planning. Improving visual information and content flow on website internal architecture - structure through heat mapping, measurement, basic knowledge of HTML and google analytics.
* Developing in-depth organic strategies, technical SEO, on-page, and supporting content creation. Focusing on paid strategies and increasing revenue through Google ads marketing, Instagram marketing, LinkedIn marketing, Facebook marketing, YouTube marketing, Webinars, Google Analytics, Paid Google Ads and B2B lead generation campaigns.
* Articulate communicator possessing superior leadership, written, and verbal skills with an innate ability to interact effectively with people of various cultures & backgrounds and succeed in high-pressure & deadline-driven environments. Proficient in using MS Office (Excel, PowerPoint, and Word). Excellent customer relationship skills are critical both working with people internally and externally.

**Professional Certification**

* Disciplined Agile Certification 2023
* Brainstation Diploma in Data Analytics, 2022
* National University of Singapore, NUS Diploma in Digital Marketing strategies & Framework Digital, 2021
* Project Management Professional, PMP Certification Number (2818541), 2020
* Digital Marketing Institute, DMI Certified Diploma in Digital Marketing, 2018

**Education**

* Masters in commerce in Management from University of Mumbai, India, 2012,
* Bachelor of Commerce in Banking & Insurance from University of Mumbai, India, 2010

**Core Competencies**

Project Management | UX Designing & Wireframing | Leadership | Google Analytics | Competitor Analysis & Research | Technical SEO | Content Expert |Visual & Content Branding & Marketing | SEO Optimization & Strategy Content Marketing | Data Analysis | Data Visualization | Off-Page SEO | Data Automation | Link Building | Client Relationship Management

**Seo Strategist**

Dec 2023 – Present

Nav43 (B2C)

Work Experience

● Served as an integral part of the leadership team, making recommendations on strategy and approach to drive innovation and exceed organizational expectations. Owning the hiring & training new content writers and freelancers to create an agile team to execute editorial strategies.

● Defining and building Content audits with the help of keyword lists based on clients’ objectives and market opportunity, using a mix of proprietary GSC, GA4, Analytics data, and Search PPC data. Using architecture site mapping, heat mapping to perform keywords research to identify gaps and new opportunities, preparing and executing on-page optimization strategies and content briefs to achieve organic visibility for our clients.

● Preparing website technical audits to identify areas of concerns (quick wins & long wins), prioritize of action items and produce user stories for development agile sprints. Reviewing website server logs, crawl reports, and analytics reports to come up with strategies to improve crawl budget and indexation.

● Working with a cross functional team with Product Managers, UX, Content, and Web Developers to champion and adhere to all SEO best practices. Reviewing web analytics data to provide feedback to our internal team on performance, and to analyze visitor behavior and trends to come up with next steps

● Staying on top of latest search marketing trends, share findings and resources to help team and management consistently and helping to collaborate with client revenue teams to with internal and client teams to achieve KPIs.

● Organizing and participating in client presentations and decks delivering reporting of account performance, providing insightful analysis/trends, recommendations, and opportunities to meet goals and KPI’s
Utilizing SEO rich media research tools (SEM Rush, Similar Web, GSC, GA4, Looker etc.) and resources to aid in telling the story for the client.

● Successfully helped client App in the Air reach a milestone success performance by an increase in active users from 1.8k to 10.5k in 7 months, increased app store conversions from 3.2k to 10.8k and increased session up to 30k per month. AITA saw an uptick in overall impressions to 50k post the new content startegy amplification.

●Created a holistic content strategy for Immigration Canada to increase the monthly impressions from 1,074,152 (1 million) to a 20% increase in overall website engagement, interlinking and content structuring. The website was multi-lingual (Russian, Spanish, French & German) and needed a technical roadmap for Hreflang execution. Helped the founder Colin Singer built a SEO focused internal team of content writers as an additional support.

● Created and evolved deliverables such as content audits, gap analysis, content maps, content hierarchies, and customer journeys to help clients succeed with their content goals. Providing guidance to the content writers through in-depth content brief creations and execution resulting into an increase in traffic for brands like Immigration.Ca, App in the Air, Fuwa Fuwa Japanese Pancakes, ATV Farms & GEO Earth Organics.

 ● Worked closely with the Marketing director for App in the Air to devise a ASO optimization strategy and plan for App Store, Samsung Galaxy Store & Google Play store to help increase brand awareness by 75% and CRO by 55% in 6 months.

**Sr. Seo Strategist**

April 2023 – June 2023

Directive (B2C) (SAAS & PAAS) (Contract)

Work Experience

● Effectively managing a team of 3 Account Strategists, leading the team in innovating, and iterating SEO strategies provided to the clients. Guiding the SEO strategy from kick off, post launch and post analysis stage. Creating strategies and audits focused on Keyword Research + Implementation, Technical SEO, Link Building, Content Strategy, User Experience Analysis & Heatmapping.

● Building relationships with clients through weekly check-ins and frequently attending and contributing to bi-weekly client meetings.

● Ensuring client satisfaction by exceeding their goals, expanding services, and solidifying our value for continuous renewal, looking for opportunities to cross-sell services that align with client goals and objectives. Focusing on key metrics like lead generation (MQL & SQL, Organic Opportunities, Demo’s Conducted, ARR, North Star Metrics, ROI) using Salesforce and HubSpot.

**Growth Marketing Manager**

January 2022 – Sept 2022

Top Agency (B2B)

Work Experience

● Managing a global team of growth SEO associates, to create and establish agile seo experiments and strategies to support lead generation efforts for TOP Agency. Expertise in Technical SEO, off page SEO, identifying link building opportunities and on-page content optimization to implement strategic seo experiments focused on maximizing organic website traffic for agency lead generation.

● Monitoring and setting SEO KPIs to track full funnel metrics through google tag manager. Creating optimizing efforts to improve SEO rank through content driven experiments to deliver maximum results and optimize internal link architecture of the website. Using salesforce to collect MQL / SQL lead information and reporting to track weekly KPIs.

● Creating, managing, and assisting with the execution growth of the experiments on Airtable. Proficiently created multiple SEO growth experiments which resulted in an increase in the quarterly (Q1) MQL leads by 25% and (Q2) by 37.4%.

● Coordinating and managing all content marketing initiatives including lead generation campaigns (playbooks, e-books), SEO (content strategy & blog strategy) to increase overall organic traffic, impressions and generate leads for the core business service units. Monitoring the publishing and updating of new content through WordPress.

* As a global SEO lead, I represent all the global cross departments (data reports, content team, sales, and business meetings) weekly reporting through data dashboards (data studio and tableau), data collection and analysis (excel) and representation.
* Creating SEO keyword research / query ranking reports to track changes in keyword position through a weekly presentation. Platforms used are Ahrefs and google sheets. SEO reporting to track the progress of new website pages and keyword changes through SEMrush, AHREFS and GSC. Setting up conversion goals through UTM parameter tracking and google tag manager.
* Managing & creating dynamic dashboards on data studio using GSC, Salesforce for data collection, these reports represent the organic metrics and overall, SEO health of Top Agency.
* Creating MQL lead tracking dashboards, pie charts, line graphs and analysis to provide insight for the sales team, CRM platform used is salesforce. Experienced using Screaming Frog, SEMRush, MOZ, Ahrefs, GSC, Data Studio, Google Keyword Planner, Google Trends, Google Webmaster Tools, Google Page Speed Insights, WordPress, Google Excel Advanced, Monday.com, Jira, Slack, Figma, Salesforce and Miro.
* Monitoring and executing on-page optimization with respect to H1 headings, meta titles, descriptions, canonicals, URLs, internal link structures, etc.
* Maintaining the off-page backlink profile, focusing on increasing equity link juice for parent pages, checking on redirects and broken links. Creating opportunities to increase credibility of the of the platform, focusing on SERP rankings and domain authority through the best SEO practices.
* Collaborated with the development website team to identity technical gaps like page speed optimization, mobile optimization, adding structured markup data and CRO improvement opportunities.

**Growth & Operations Manager**

August 2021 – November 2021

Viral Nation (B2B) (Contract)

Work Experience

● Creating digital growth strategies and end to end campaign management for amplifying digital presence and reach of Viral Nation, directly reported to VP of Marketing. Focusing on new channels and mediums to increase lead generation focused on influencer marketing, inbound sales, and agency sales.

● Using HubSpot as a centralized platform for digital KPI’s and metric reporting, data analysis, data collection and insights. Launching email campaigns and introducing the marketing masters Q&A webinar session which was focused on building qualified sales leads and content generation on platforms like Zoom, LinkedIn, Facebook, TikTok and Instagram. The series helped in brand awareness and lead generation by 45% on website in 3 months.

● Developing and reporting on weekly, and quarterly SEO goals to optimize on-page content and keywords. Creating a strong and internal link architecture while working with content team to create relevant keyword lists and strategies including long & short tail keyword queries. Identifying website health and URL status by managing crawl errors, sitemaps, site speed issues, and any other SEO technical related issues that can affect authority and domain ranking for the website.

● Extensive experience with software for data, tracking, and analytics, including SEMrush and/or Moz Pro, Google Analytics, Google Webmaster Tools, Google Keyword Planner, Google Page Speed Insights, Advanced Excel and Tableau.

**Senior Growth Marketing Manager**

Jan 2021 – December 2021

Tekhné Agency (B2B)

Work Experience

● Created digital branding and lead generation strategies for client acquisition through online social mediums, developing robust lead generation and acquisition channels for B2B clients (using LinkedIn Campaign Marketing, Facebook Business Manager, Facebook Ads Manager, Paid Google Ads & LinkedIn Sales navigator). Directly reported to the Co-founders.

● Focusing on online social marketing efforts (Facebook, LinkedIn, YouTube, Google & Instagram). Increased inbound client acquisition rate for MQL leads by 40% in 3 Months.

● Enterprisingly established & currently heading a new department focused on SEO strategy & optimization, content strategy, and social media marketing to enhance the company's current service offerings and client growth program. Heading and managing the new businesses and project focused on lead/database management, scoring and lead lifecycle process.

● Proficiently created and executed website search engine optimization (SEO) strategies through on-page optimization, blog writing, and strategy, building off-page authority, keyword analysis & research, local SEO optimization (GMB & Bing), web optimization (GSC) through WordPress CMS to increase online organic traffic by 30% in 3 months.

● Coordinating and managing all digital marketing initiatives including email marketing, lead generation campaigns (Webinars, E-Books), SEO (content strategy & creation), and social media marketing. Using automated marketing tools like Hootsuite.

● Increased the website traffic by 40% and reduced the bounce rate by 10% in 3 months through optimizing website, heat mapping (Hotjar), Analytics (Google Analytics), and creating a holistic SEO strategy for on & off-page optimization.

● Extensive experience with software for data, tracking, and analytics, including SEMrush and/or Moz Pro, Google Analytics, Google Webmaster Tools, Google Keyword Planner, Google Page Speed Insights, Advanced Excel, MYSQL, Hotjar, Miro and Tableau.

**Digital Strategy / Growth Manager**

Aug 2019 – March 2020 (B2B)

Performics India

● Supervised & managed the business growth team to create an optimal digital media strategy and content plan for clients to provide a product roadmap & achieve maximum digital growth results. Directly reported to the CEO and Associate Vice President.

● Expertly achieved set KPI's by increasing B2B client prospecting & conversion by 30% over 8 months. Used Salesforce to manage client growth & acquisition.

● Created content strategies and website optimization with tools like SEMRUSH, Ahref, Google Search Console (GSC), FB Ads Manager, Google Ads (Search, Display & Video), Google My Business (GMB), Google Analytics, Google Keyword Planner, Salesforce, Google Tag Manager (GTM), Google Data Studio & Screaming Frog.

● As a project manager managed & led a team of 4 associates, using tools like Airtable, Miro, Trello, maintaining a Kanban-style approach to create a path of team success. Client portfolio includes: Loreal Paris, Loreal Professional, Harappa Education, Fresh to Home, DesiVDesi, Future Generali Life Insurance (FGLI), Mondelez International, Republic TV, Tik Tok, Blender Pride & Reliance Smart Money

● Launched the Performics India website design successfully before the scheduled timeline in 2 months, showing an increase in qualified lead generation by 50% & optimizing the website's on-page content and user experience to improve the organic SERP ranking and customer retention through Hotjar and Sketch. Maintained and created a robust work collaborative approach with various teams involved in the website launch project.

**Associate Brand Director**

Jan 2019 – July 2019 (B2B)

 L&K Saatchi & Saatchi India

● Supervised and managed daily operations across all integrated communication & digital media campaigns. Coordinating between internal teams & external stakeholders to plan and create strong branding campaigns across different verticals like social media, website content, UX wireframing, and offline content. Directly reported to the Vice President of Accounts.

● Planned, organized, and directed digitally integrated advertising campaigns for client "Future Generali Life Insurance" focused on creating effective landing pages to improve and exceed the KPI's for the inhouse campaign "Papa's Health Asli Wealth" with an increase in online signups from 15% to 50% in 5 months.

● Ensured efficient communication with current clients on all platforms to analyze their needs and develop solutions accordingly. Effectively planned brand online activations, partner activations, and lead generation campaigns. Successfully managed a team of 6 (4 content writers & 2 visual designers).

**Founder & Managing Partner**

Apr 2015 – December 2018 (B2B & B2C)

Threads & Shirts

● As a leader, founder and CEO, created the new product launches, product road map, user experience journey, and business plan for the brand. Setting up various departments for administration, digital marketing, offline marketing, direct sales, manufacturing of product, procurement & logistic departments.

● Effectively set up and managed the online technology for the website. Created strong earned, paid & organic channels through social media marketing, search engine optimization, content marketing, email marketing, local SEO & google ads. Focusing on social channels like Facebook, LinkedIn, YouTube, Google & Instagram to increase branding and sale conversions by 80% in 24 months. Knowledge of internet’s best practices including usability, privacy, bidding and rich media.

● Monthly campaign budget and spend rate, manage A/B landing page testing: the setup, quality assurance and results record, developing SEM (paid search) ads, keywords, and pages on request.

● Successfully created a new website design focused on content and user flow experience (UI & UX) for the brand using tools like Sketch, Hot Jar, Mock Flow & Google Analytics, providing improvements on the website to see a reduction in bounce rate by 20%.

● Developed strategic offline marketing plans like corporate seminars and exhibitions to increase brand awareness & product sales. Increased offline customer store visits by 85% to 90 % per annum for 36 months.