



Shuvo Ray

SEO SPECIALIST | DIGITAL MARKETING | WEB
OPTIMIZATION | GROWTH STRATEGIST



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Summary

Highly skilled SEO Specialist with 5 years of experience in optimizing websites to enhance search engine visibility and improve organic search rankings. Expertise in on-page, off-page SEO, technical SEO, keyword research, link building, and content optimization. Proven track record of driving measurable results and increasing organic traffic through targeted SEO strategies. Passionate about leveraging analytics to improve business growth and ROI. Committed to staying updated with the latest SEO trends and search algorithms.

Professional Experience

SEO Specialist

January 2020 - Present

Aldenaire & Partners, Any City

- Developed and executed comprehensive SEO strategies, improving organic search rankings by 60%.
- Conducted in-depth keyword research, optimizing content and site architecture, resulting in a 50% increase in organic traffic.
- Led on-page and off-page optimization efforts, resulting in a 70% growth in website traffic and improved page rankings across major search engines.
- Collaborated with cross-functional teams to enhance site user experience, driving a 45% increase in conversion rates.
- Implemented technical SEO improvements, boosting site load speed by 40% and ensuring mobile optimization, resulting in a 30% increase in user engagement.
- Utilized Google Analytics and SEO tools like SEMrush and Ahrefs to monitor, analyze, and report on SEO performance, leading to data-driven optimization strategies.

SEO Analyst

Aldenaire & Partners, Any City

January 2020 - Present

- Analyzed competitor websites and SEO strategies to identify gaps and opportunities.

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- Assisted in the development of content strategies and provided SEO guidelines for blog posts, landing pages, and product pages.
- Managed link-building campaigns and partnerships to increase domain authority and improve backlink profile.
- Optimized e-commerce product listings and categories for better search visibility.
- Conducted regular SEO audits and worked on site migrations, ensuring minimal disruption to rankings.

Education

Bachelor of Science in Marketing

Freelancers Academy, Mumbai Jan 2017

Skills

- SEO Strategy: On-Page, Off-Page, Technical SEO
- Keyword Research & Analysis
- SEO Audits & Competitor Analysis
- Google Analytics & Search Console
- Link Building & Outreach
- Content Management Systems (WordPress, Shopify, etc.)
- Mobile SEO & Site Speed Optimization
- SEO Reporting & Metrics
- E-commerce SEO (Amazon, WooCommerce, etc.)

Languages: English, Bangla & Others (if applicable)

Tools: Google Analytics, Google Search Console, SEMrush, Ahrefs, Moz