



ARUNABHA CHAKRABORTY

Marketing, SEO, & Travel Blogger

Sr. SEO Executive

(9+ years of experience)

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Portfolio: <https://arundigm.com/>

Blog: <https://arundigm.com/blogs/>

JOB SKILLS

- Innovative SEO Manager delivering consistent organic traffic growth **by 45%** & revenue growth **over 21%** by strategic keyword research, content optimization & implementing data-driven SEO strategies.
- ROI-driven SEO specialist excelling in technical SEO (site load, broken links, redirects, images) & link building (guest postings) achieved top 3 search rankings for **41K+ competitive keywords** in travel domain.
- Utilized Facebook Ads and other digital platforms (Facebook, Instagram, Twitter, LinkedIn, YouTube) to drive outbound traffic, boosting **brand visibility by 32%** and generating **450+ high-quality leads** monthly.
- Proficient in **keyword research, on-page SEO** (Ahrefs, SEMrush, Moz, Google Keyword Planner), **Technical SEO** (Google Search Console, Screaming Frog). Skilled in Google Analytics & basic coding (HTML, CSS).
- Demonstrated ability to successfully develop & manage **corporate brand strategy**, advertising campaigns, social media strategy, & agency relationships.
- Data-driven SEO executive showcased **strong analytical & problem-solving skills** by crafting impactful data analytics dashboards in Excel, **saved 48 hours** MoM by identifying issues faster.
- Collaborated with **client-side teams** to optimize website content & provided strategic **guidance to top management** on search engine optimization best practices, resulting in an increase in brand visibility.

EXPERTISE

Digital Marketing	SEO, Social Media, Paid Marketing, Copywriting, UI/UX, CMS, Video SEO
Digital & Data Analytics	Google Analytics, Redash, & Superset
On-Page SEO	SEMrush, Ahrefs, Moz, Google Search Console, RankMath
SEO Audit & Technical SEO	Screaming Frog, DeepCrawl, Google Page Speed, SEMrush
Keyword Research	Google Keyword Planner, Ahrefs Keywords Explorer, Answer The Public
Market Research	BuzzSumo, Google Trends, SEMrush, Quora
Graphic Design	Adobe Photoshop, Adobe Illustrator, Adobe XD, Elementor
Computer Skills	MS Office (Word, Excel, PowerPoint), Google Drive Suite

EXPERIENCE

Feb 2022 – Jun 2023

Sr. SEO Executive

TravelTriangle, Gurugram, India

- Devised & implemented a 5-step **SEO gameplan**: content audit, new content strategy, technical SEO fix & link building resulted in **45% traffic growth** & **27%** domain authority increase (**from 63 to 80**) in a year.
- Identified competitive gaps & other strategic growth opportunities by conducting **360° SEO audits** (on-page, technical, off-page, competitor analysis) using **SEMrush, Ahrefs & Screaming Frog**.
- Performed **content refurb**: on-page content, title & meta description update for existing products & blog pages improved page rankings **by 66%** & **CTR by 14%** for top performing business pages.
- Initiated 500+ new vernacular content creations in Hindi, or a foreign language like French or German in order to grow specific national & international travel **audience base by 23%**.
- Built data-driven roadmaps based on **Google Search Console, Analytics, Redash, Superset** saved time by visualize lead & traffic distribution across channels to interpret trends & measure performances MoM.
- Served as team manager during the tenure to manage SEO campaigns from inception to final delivery, performance analysis & **led SEO Team** to achieve business goals & **increase revenue by 21%**.

Achievements

- Achieved **41K+ keywords ranking** from 24K+ in the **top 3 places** on Google within a year.
- Increased organic search **traffic by 45%** in 365 days vs. the previous period (5.8M to 8.4M).
- Produced a staggering **65M visitors** & **~1.57M leads** in a year (Mar 2022-Feb 2023).

Nov 2019 – Mar 2021

■ **SEO Manager**

Quatred Advertising LLP, Kolkata, India

- Transformed online pet shop’s organic search impressions **from 273K to 699K** within 6 months through strategic planning, UI/UX improvement, & technical SEO (sitemap, robots.txt file creation, canonicals).
- Executed SEO strategy based on Google Analytics, SEMrush, Serach Console, keyword rankings, competitive analysis for **6 client accounts** valued at **up to \$160K** across various market segments.
- Oversaw a site redesign for a real estate followed new optimized SEO content, identify optimal header tags, meta descriptions, & reduce load times on top pages, resulted in a **first page Google ranking**.
- Managed **social media activities** on all platforms with 6-12 posts a day across all 5 company brands & acted as a community manager to resolve customer inquiries & issues 100% without escalation.

Dec 2018 – Nov 2019

■ **SEO Executive**

Aditya Group, Kolkata, India

- Collaborated with cross-functional teams to **design & optimize web pages** for different business verticals, improved web rankings from page 2 to the **top 3 position** & CTR for competitive keywords.
- Exercised SEO (on-page, technical, off-page, & local SEO) best practices when performing tasks such as keyword research, competitive analysis, content optimization, meta & alt tags, draw up site structures.
- Spearheaded an effective SEO & Facebook advertising campaign, which generated **54K+ website visits** & more than **3K leads** in 8 months, converted **40%** into high-value sales.

Sep 2018 – Nov 2018

■ **SEO Trainee**

Cenitpro Technologies Pvt. Ltd., Kolkata, India

- **Assisted in SEO**, Google Analytics reporting & managed **20+ PPC campaigns** on Google & Bing for diverse websites from different industry (India & the USA).

Jul 2017 – Oct 2017

■ **International Sales Trainee (3-months Erasmus Traineeship+)**

ML Components GmbH., Mainz, Germany

Jan 2009 – Jul 2014

■ **Marketing Executive**

SAOSIS Biotech Pvt. Ltd., Barasat, India

- Initiated **marketing communications** by writing promotional content & developing the product message & marketing materials to attract customers online & offline resulted in a **22% increase** in leads.
- Increased vendor **retention rate by 10%** through communication & personalized marketing efforts (through calls, personal visits, & online), leading to continued partnerships & **13% sales growth**.

FREELANCE PROJECT

Oct 2021 – On-going

■ **Content Writer**

Travel & Destinations, London, UK

- Authored 35+ SEO-optimized [travel blog articles](#), resulting in over 38K additional views in 18 months.

EDUCATION

Sep 2014 – Mar 2017

- M.Sc. in Business Administration (Marketing & Sales) University of Rome ‘Tor Vergata’, Rome

LANGUAGE

■ **English** (Fluent), **German** (Persuing B1), **Hindi, Italian** (A2)

**TRAINING/
CERTIFICATIONS**

- [HIIT SEO Certification](#) PixelTrack Dec 2021
- Digital Marketing Training Program (6-month) NIHT, Kolkata Aug 2018
- SEMrush SEO Toolkit Certified SEMrush May 2018

PERSONAL SKILLS

- Provide updates to top management & co-ordinate with the team
- **Leadership** - Managed teams with multiple resources
- Possess **excellent communication & project management skills**.