

SEO Manager · Pearl Lemon Group

Dec 2023 to present

Location: United Kingdom · Multi-brand digital agency (12+ divisions)

TEAM

- Leads and coordinates a cross-functional team of up to 10 across SEO, content, design and development: task allocation, timelines, delivery quality.

TECHNICAL

- Leads full-scale technical SEO audits using Screaming Frog to find and resolve crawlability and indexing issues.
- Crawl efficiency improved by 35%.
- Partners with developers on SEO-friendly site architecture, with working HTML/CSS knowledge across Headless CMS and modern web environments.

CONTENT

- Oversees content strategy and production across real estate and property investment, accounting and tax, B2B lead generation, and travel and experiences: new-keyword targeting, legacy content refreshes, on-page optimisation.

DELIVERY

- Owns end-to-end workflow for SEO and content initiatives: scoping, prioritisation, deliverable tracking, sign-off.
- Manages client-facing SEO requirements and expectations, translating technical findings and campaign progress into clear updates for leadership and external stakeholders.

STRATEGY

- Directs keyword prioritisation, moving high-potential keywords from page two towards page one and top-five positions (no specific rankings claimed).
- Evolving SEO strategy beyond traditional rankings to account for AI Overviews, generative search and answer engines (AEO, SXO).
- Supports organic growth on newly launched domains and off-platform content distribution (LinkedIn, Medium).

REPORTING

- Analyses GA4 and Google Search Console data to produce weekly and monthly SEO reports for company leadership, turning findings into prioritised roadmaps.

PREVIOUS ROLES

SEO Executive · Pearl Lemon Group

Jul 2022 to Nov 2023

Location: United Kingdom

- Keyword research and competitor analysis using Moz and Ahrefs.
- Off-page and link-building campaigns.
- Technical issue diagnosis.
- Traffic and behaviour reporting for non-technical stakeholders.

Assistant Marketing Manager · Yellomonkey Labs Pvt Ltd (now Yellmon Labs Pvt Ltd after a 2022 rebrand under new ownership)

Feb 2020 to Oct 2022

Location: India

- On-page SEO frameworks and technical fixes.
- Monthly performance analysis and SEO ROI reporting to senior management, with cross-platform analytics tracking.
- Competitor analysis and social media coordination for referral traffic.

CORE SKILLS & PLATFORMS

Leadership and operations: Multi-site SEO coordination, Cross-functional team coordination, Project delivery, Client and stakeholder communication

AI and modern search: AEO, SXO, Generative search strategy, AI Overviews readiness

Technical SEO and data: Technical SEO audits, Ecommerce SEO, Site architecture, Headless CMS, HTML/CSS, GA4, Google Search Console, Looker Studio, Local SEO

Strategy and analysis: Organic growth, Content strategy at scale, Keyword research and prioritisation, Competitor analysis, SEO analytics

Tools and platforms: Ahrefs, SEMrush, Moz, Screaming Frog, SpyFu, Serpstat, Microsoft Clarity, WordPress, Rank Math

PROFESSIONAL CERTIFICATIONS

Advanced Certification in Digital Marketing and Analytics · Intellipaath in association with IIT Madras	Mar 2024	PPC Ads · Udemyy	Dec 2023
Local SEO · Udemyy	Dec 2023	Complete SEMrush Course 2023 · Udemyy	Jan 2023
Google Data Studio 2023 · Udemyy	Jan 2023	Google Search Console for SEO · Udemyy	Nov 2022
Ultimate Google Analytics Course · Udemyy	Nov 2022		