



PROFILE

Results-driven and knowledgeable SEO Analyst with a proven track record of improving search engine rankings and driving organic traffic through data-driven strategies. Skilled in keyword research, technical SEO, on-page and off-page optimization, and performance analysis using industry-leading SEO tools.

CONTACT

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HOBBIES

Books
Articles
Sports
Travelling

SKILLS

Search Generative Experience (SGE)
B2B SaaS SEO
SEMrush • Ahrefs
Google Search Console
HTML & CSS
Google Analytics
Tag Manager
HTML, CSS, Bootstrap
Analytics & Reporting
Project Management
Communication & Collaboration
Social media Management/SEO
Market Research
Paid Marketing
WordPress
MS Office

RAGHAVENDRA

Sr Analyst

EDUCATION

Visvesvarayacollege of engineering

2012-2016

Computer science graduate with 70% GPA. Active in sports and social services. Have been Microsoft student partner.

WORK EXPERIENCE

RPost [Sr Analyst]

January 2023- Present

- Led enterprise SEO strategy including audits, metadata optimization, schema, internal linking, and keyword frameworks.
- Conducted technical SEO: crawl diagnostics, indexation fixes, Core Web Vitals improvements, mobile UX checks.
- Guided content creation with SEO insights across blogs, landing pages, and marketing assets.
- Managed daily email campaigns: segmentation, A/B testing, subject line optimization, scheduling.
- Produced leadership-facing SEO/SEM insights and strategic recommendations.
- Collaborated with product, design, and engineering to enforce SEO best practices.

Sakshi [Digital Marketing Manager]

July 2021- Jan 2023

- Managed multi-platform social presence and publishing of 50-60 news videos daily.
- Led an 8-member team (SEO + social), conducting regular training and SEO workshops.
- Oversaw SEO publishing of 100+ articles per day, including metadata, sitemaps, indexation, AMP optimization.
- Executed ADX monetization: ad unit setup, trafficking, viewability improvements, eCPM optimization.
- Performed website audits to improve CTR, UX, ROI, and search visibility.
- Worked with tech and editorial teams to troubleshoot ad and SEO issues.

AnyNews [Digital Marketing Manager]

July 2020- May 2021

- Executed high-scale app install campaigns across Google and Meta platforms, reducing CPI while maintaining quality.
- Managed social and SEO content across 5 languages (Telugu, English, Hindi, Kannada, Tamil).
- Improved YouTube SEO through metadata optimization, thumbnails, tags, and video structuring.
- Collaborated with product and engineering to execute A/B funnel tests.
- Built and analyzed dashboards for acquisition performance, retention, and ROI.

CERTIFICATIONS AND ABILITIES

- HubSpot SEO Certification
- Google Ads, Google Analytics certified.
- Social media Marketing certificate (Hubspot)