



Saksham Khandelwal

Associate SEO Manager

About Me

Results-driven Associate SEO Manager with 7 years of experience leading high-impact SEO strategies and cross-functional teams to drive business growth. Skilled in strategic planning, technical and programmatic SEO, AI-driven optimization, and data-backed marketing execution. Proven ability to enhance online visibility, streamline workflows, and align digital initiatives with organizational goals. Known for strong leadership, problem-solving, and communication skills, fostering collaboration across marketing, sales, and product teams to deliver measurable, scalable results in fast-paced environments.

Contact Me

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Education

Master of Marketing & Finance

Subharti University 2018 - 2020

B.com

Dr. M.P.S. College 2014 - 2017

Intermediate

Ess Ess Convent School 2013 - 2014

High School

Sumeet rahul School 2011 - 2012

Skills

- Google Looker Studio
- Muti-tasking
- Google Tag Manager
- Sitemap
- Website Speed optimization
- Local & International SEO
- Technical SEO
- Schema Markup / Structured Data

Experience

Associate SEO Manager

2024 – present

Highradius

- Aligned SEO strategy with company objectives by collaborating with senior leadership and cross-functional teams.
- Led a team of SEO and content specialists, overseeing execution across technical, on-page, and programmatic SEO initiatives.
- Implemented AI-driven SEO solutions (LLMs, predictive analytics, and automation) enhance keyword targeting, content optimization, and site performance.
- Leveraged HubSpot & Salesforce for sales tracking, lead attribution, and ROI analysis to connect SEO impact with revenue outcomes.
- Utilized Google Analytics, Search Console, SEMrush, and Ahrefs for data-backed insights and performance reporting.
- Enhanced website health through schema markup, Core Web Vitals improvements, and automated SEO workflows.
- Managed high-impact digital campaigns under tight timelines, improving operational efficiency and marketing ROI.

Sr. SEO Specialist

2022- 2024

Intertrust

- Developed and executed SEO strategies to boost organic rankings and traffic.
- Monitored performance metrics and optimized tactics based on analytics insights.
- Built high-quality backlinks and SEO-driven content for e-commerce growth.
- Drove 50%+ organic traffic growth via technical SEO, AI-driven optimization (LLMs), and geo-targeted content strategies.
- Conducted on-page and off-page SEO, including link building, URL optimization, and structured data.
- Implemented technical SEO improvements: site speed, schema markup, and sitemaps.
- Analyzed user behavior, traffic, and conversions to refine strategy.
- Managed reporting via Google Analytics, Google Search Console, CMSs, and HubSpot.
- Defined KPIs and led process improvements across SEO workflows.

- Google Search Console
- Google Analytics
- Google Keyword Planner
- Leadership
- Team Management
- SEO Strategy
- Competitive Analysis
- Digital Marketing
- A/B Testing
- Hubspot, Salesforce
- On Page & Off Page
- Guest Posting
- AI Optimization (GEO & LLM)
- Programmatic SEO
- Keyword Mapping
- Ahrefs, Semrush, Similarweb & Writesonic
- Social media
- Google Ads
- Competitive Analysis
- Problem Solving
- Wordpress
- LinkedIn Ads
- UI & UX optimization

Hobbies

- Listening Music
- Playing Cricket
- Internet Explore
- Travelling
- Bike Riding

Language

- English
- Hindi

SEO Specialist

2022- 2022

Grothhackers.digital

- Created and implemented original SEO content for websites and landing pages.
- Conducted site audit and competitive analysis to inform SEO Strategy
- Developed data-driven SEO proposals based on keyword research and market insights.
- Optimized client sites to improve rankings, visibility and engagement.

SEO Executive

2019- 2021

E-seo Solutions

- Monitored SEO and marketing performance to drive traffic growth.
- Optimized keyword strategies using research tools for improved rankings.
- Secured high-quality backlinks through guest posts and value-driven content.
- Created content that earned natural backlinks without outreach.
- Built and maintained a WordPress blog to support SEO efforts.

Digital Marketing Intern

2019- 2019

Mercury Solutions

- Conducted in-depth campaign analysis using custom spreadsheets to organize and visualize key data.
- Led a website redevelopment project, reducing page load time and improving user experience.
- Identified marketing trends, advised on audience targeting, and gathered SEO campaign metrics.
- Supported senior team members with analytics, research, and data for executive-level reporting.

Process Associate

2018- 2019

Genpact

- 1-year experience in Genpact as process associate, working profile property & casualty Insurance claim

Certification

- Fundamental of Digital Marketing
- Search Engine Optimization
- Google Adwords Professional
- SEO: Ecommerce Strategies Certificate
- Advanced Google Analytics 4 (GA4)
- Understanding Programmatic SEO
- Improve SEO for Your Ecommerce Site
- Advanced Google Tag Manager

Disclaimer

- I hereby declare that the above-furnished information is true to the best of my knowledge and belief.

References



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