

# Abishek GM Specialised in Digital Marketing

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## Profile Summary

An experienced SEO specialist with over 5+ years of experience who specializes in content strategy, search engine optimisation, link building, competitive analysis, and CMS website. I am highly skilled in conducting an in-depth analysis of website traffic and performance using tools such as Google Analytics, Google Search Console, SEMrush, Ahrefs, Ubersuggest, and MOZ to identify areas for improvement and provide strategic recommendations.

## Professional Experience

**Neil Patel Digital (Agency), Assistant Manager SEO** 06/2022 – present | Bangalore, India

- Developed and executed SEO strategies for clients across a range of industries, resulting in a 30% increase in organic search traffic and improving website performance.
- Ownership towards learning client business, industry, customers, and competition.
- Deliver error-free and high-quality output on projects.
- Expertise in keyword research, on-page, and off-page optimization, technical SEO, and link building
- Conducted keyword research and analysis to identify high-potential target keywords and opportunities for content development.
- Analyze website traffic and performance to identify areas for improvement and optimization.
- Experience with SEO tools such as Google Analytics, Google Search Console, SEMRush, Ahrefs, Ubersuggest, AnswerThePublic, and Moz
- Strong analytical and problem-solving skills, with the ability to identify areas for improvement and provide strategic recommendations
- Recommend changes to website architecture, content, linking, and other factors to improve SEO positions for target keywords.

**Networking Bizz Website Experts (Agency),** 07/2019 – 05/2022 | Remote, USA  
*SEO Specialist & Website Project Lead*

- Working as an associate for Internet marketing service in Arcadia, California on their WordPress website, leads, landing page, backlinks, and ORM.
- Working as a website project lead and handling WordPress, Duda & Shopify sites development
- Responsible for working with clients and understanding their requirements.
- Working with the development team in customizing landing pages and the flow of information.
- Auditing SEO factors and presenting possible opportunities for a link.
- Building and Maintaining reports for individual clients and explaining the inferences from analytics.
- Keyword analysis and research.
- Handling CMS, WordPress, Duda and Wix website design, and landing page.
- Tools: SEMrush, Uber Suggest, Ahrefs, SEO Autopilot.

**Frontier Modular Designs Pvt Ltd (Individual Company),** 01/2019 – 06/2019 | Bangalore, India  
*Digital Marketing Executive*

- Handling (CMS) WordPress website design, leads, landing page, backlinks, ORM.
- Working with customizing landing pages and the flow of information.
- Building maintaining setting up campaigns, optimizing and reporting and explaining the inferences from Google Analytics.
- Keyword analysis and research.
- Creating a WordPress website for the concerned company.
- Google ads and social media campaigns and SEO for the company.
- Presenting the Company with an online presence.

## 🏠 Organizations

### **Kraftshala, SEO Mentor**

08/2021 – present | Delhi, India

Responsibilities are as follows.

- Analysing Assignment
- Providing feedback
- Coaching and Mentoring
- One-on-one secession
- Conducting mock interviews
- Guiding real-time roles
- Guiding Industrial view perspective

## 📖 Courses

### **Digital marketing Training & Intern,**

08/2018 – 12/2018 | Bangalore

*Online Marketing Institute & Training*  
Certification in Digital Marketing

## 🎓 Education

### **Master of Business Administration,**

2016 – 2018 | Bangalore

*MP Birla Institute of Management*

### **Bachelor of Business Administration,**

2013 – 2016 | Mangalore

*Nitte School of Management*

## 💡 Key Skills

#### **SEO Tools**



Google Keyword Tool, Moz Open Site Explorer, Google Analytics, Ads Planner, Google Trends, Uber Suggest, SEMrush, Yoast SEO, Ahref, SEO Autopilot, Rank Math.

#### **AnswerThePublic**



Topic Generation

#### **CMS Platforms**



WordPress, Wix, Duda, Shopify

#### **Design**



Adobe Photoshop CS, Adobe Illustrator, Canva.

#### **Design Thinking**



#### **Email Marketing**



#### **Google Tools**



Search Console, Analytics, Trends, Keyword Planner

#### **Local SEO**



Google my Business, Local Bookmarking, Local citation

#### **Social Media Marketing**



Facebook Paid Ads, Instagram Paid Ads.

#### **Project management skills**



#### **SEM Tools**



Google ads Words (70%)

## Certificates

- OMiT - Certification in Digital Marketing
- Google Analytics
- SEMrush Digital Agencies Certification
- Digital Marketing Certified
- Google Ads master class
- The Fundamentals of Digital Marketing
- SEO Certified
- Google Digital Unlocked
- Google Search Ads