

Abishek GM

Specialized in Search Engine Optimization (SEO)

✉ mr.abishekgm@gmail.com ☎ +91 98802-00190

🌐 <https://www.linkedin.com/in/abishek-gm/> 🔗 Abishek's top 3 Talents drive them the most.

Professional Summary

Highly skilled SEO professional with 6+ years of experience, increasing organic traffic by 300-400% and improving rankings for 50+ value keywords, leading to a 20-25% rise in lead generation. Skilled in on-page, technical SEO, and data-driven strategies to deliver measurable growth.

Clients worked with: Mu Sigma | Tata Play Fiber | Drink Evocus | Airtel | Facets Singapore | PNB Housing Finance | Centuary India | TradeUNO | Tata Communications | A23 Poker | Sunrise Hospital | Adda 247 | Quickheal | Tredance | Abcam | Innovaptive | HDFC Sky | Art fertility Clinic | Inventure Academy | Science & Humans | Get Ketch | Action Junk Hauling | Akicon | Anker | HealthcareOnTime Etc

Roles & Responsibilities

- Mentored and led a team of SEO specialists, providing guidance on best practices, strategy execution, and performance optimization.
- Conducting comprehensive keyword research and optimizing relevant keywords to enhance website visibility and search performance.
- Monitoring and analyzing website metrics daily to identify trends, performance insights, and areas for improvement.
- Collaborating cross-functionally with internal teams to align SEO strategies with overall business objectives.
- Enhancing website accessibility and user experience to improve engagement and reduce bounce rates.
- Developing and curating high-quality, SEO-friendly content in partnership with editorial teams to drive organic traffic.
- Regularly audit and optimize website content, internal links, user experience, and mobile responsiveness to enhance performance.
- Staying current with SEO best practices, algorithm updates, and search engine trends to refine strategies and maintain competitive rankings.
- Designing and executing effective link-building strategies to strengthen domain authority and improve search engine rankings.

Work History

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

- Developed and implemented comprehensive SEO strategies to increase organic traffic by 300-400% across multiple websites.
- Led a team of 3-5 SEO specialists, overseeing strategy implementation, performance tracking, and reporting for multiple client accounts.
- Conducted in-depth keyword research and analysis to identify high-value target keywords for content optimization and Optimized website architecture.
- Optimized website content, meta descriptions, and header tags to improve search engine ranking.
- Performed technical SEO audits to identify and resolve website issues affecting crawling and indexing
- Regularly monitored and analyzed website analytics data to track SEO performance and identify improvement opportunities.

- Performed technical SEO audits to identify and resolve website issues affecting crawling and indexing.
- Managed off-page SEO activities including link building through outreach and content marketing initiatives.

SEO Specialist & Website Project Lead,
Networking Bizz Website Experts (Agency)

07/2019 – 05/2022 | Remote, USA

- Led SEO projects, enhancing website traffic and search visibility for diverse clients.
- Managed WordPress, Duda, and Shopify website development and optimization.
- Conducted comprehensive SEO audits, keyword analysis, and link-building strategies.
- Collaborated with development teams to improve landing pages and website flow.
- Generated detailed SEO reports, analyzing metrics to inform optimization strategies.
- Utilized tools such as Google Analytics, Google Search Console, SpyFu, BrightLocal, Pictory.ai, LeadsGorilla, Google Cloud API, and AWS for server management.

Digital Marketing Executive,
Frontier Modular Designs Pvt Ltd (Individual Company)

01/2019 – 06/2019 | Bangalore, India

- Executed SEO strategies, social media campaigns, and Google & Meta Ads for brand visibility.
- Designed and optimized WordPress websites, landing pages, and content.
- Conducted keyword research, performance tracking, and analytics reporting.
- Improved online presence through effective lead generation and content marketing.

Key Skills

SEO Tools Google Keyword Tool, Moz, Google Analytics, Google Ads Keyword Planner, Google Trends, Ubersuggest, SEMrush, Yoast SEO, Ahref, SEO Autopilot, Rank Math, Google Search Console, Bing Webmaster, Brightlocal & AnswerThePublic	Technical SEO On-page & Off-page SEO, Link Building, Keyword Research, Competitor Analysis
Digital Marketing Google Ads, Social Media Marketing, Content Strategy, Email Marketing	Analytics & Reporting Data Analysis, Performance Tracking, SEO Audits
CMS Platforms WordPress, Wix, Duda, Shopify	SEO Management Team Leadership, Strategy Development, Cross-functional Collaboration
Design Tools Adobe Photoshop, Adobe Illustrator, Canva	

Certificates

- | | | |
|---|------------------------------|--|
| • Certification in Digital Marketing – OMiT | • Google Analytics Certified | • SEMrush Digital Agencies Certification |
| • Google Ads Masterclass | • SEO Certified | • Google Digital Unlocked |
| • The Fundamentals of Digital Marketing – Google Digital Unlocked | | |

Education

Master of Business Administration,
MP Birla Institute of Management

2016 – 2018 | Bangalore

Bachelor of Business Administration,
Nitte School of Management

2013 – 2016 | Mangalore