

# Shaikh Rehan

SEO Specialist | Performance Marketing Executive | Google Ads & Meta Ads Expert | GA4 & Technical SEO

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## SUMMARY

Certified Digital Marketing Professional transitioning from 7 years of Corporate Sales & Business Development experience. Skilled in SEO, Technical SEO, Google Ads, Meta Ads, Google Analytics 4 (GA4), Google Tag Manager (GTM), WordPress, and website optimization. Experienced in lead generation, market research, client relationship management, campaign management, and performance analysis. Completed hands-on projects in SEO audits, Google Ads, Meta Ads, and website optimization. Seeking an SEO Executive or Digital Marketing Executive role to drive business growth through data-driven marketing strategies.

## CORE COMPETENCIES

SEO | Technical SEO | On-Page SEO | Off-Page SEO | Local SEO | Google Ads | Meta Ads | PPC | SEM | Keyword Research | Google Analytics 4 (GA4) | Google Tag Manager (GTM) | Google Search Console | WordPress | Conversion Rate Optimization (CRO) | Lead Generation | Website Optimization | Content Optimization | Performance Marketing | Marketing Analytics.

## EXPERIENCE

### Digital Marketing Projects & Training | Career Transition Jan 2024 – 2026 (Present)

- Completed professional training in Digital Marketing with specialization in SEO, Google Ads, Meta Ads, GA4, Google Tag Manager, and WordPress.

### Club Mahindra | Corporate Manager Aug 2023 - Jan 2024| Bengaluru

- Increased overall business efficiency by streamlining processes and implementing innovative corporate strategies.

### Angel One Ltd | Corporate Manager Sep 2022 - May 2023| Bengaluru

- Generated ₹3 Cr revenue through client acquisition and lead generation strategies, achieving 125% growth

### AXIS Bank Ltd | Corporate Manager May 2020 - Sep 2022 | Bengaluru

- Negotiated lucrative deals with key clients, securing long-term contracts, and driving revenue growth.

### CITI Bank | Sr. Corporate Associate Aug 2018 - Mar 2020 | Bengaluru

- Contributed to the development of best practice guidelines within the Corporate Associate team by actively participating in knowledge-sharing initiatives.

### ICICI Securities | Sr. Manager Corporate Nov 2017 - Aug 2018 | Bengaluru

- Mentored junior staff members for skill development and career progression within the organization.

### Bharti Airtel | Executive Aug 2016 - Oct 2017 | Bengaluru

- Established long-term client relationships through consistent delivery of high-quality products and services.

## PROJECTS

### SEO Audit & Optimization

- Conducted comprehensive **SEO Audits** and **Technical Website Audits** for 5+ websites.
- Performed **Backlink Analysis**, **Competitor Research**, and **Search Intent Analysis**.
- Improved **Core Web Vitals**, page speed, crawlability, and indexing performance.
- Applied **Schema Markup**, XML Sitemap optimization, and Robots.txt improvements.
- Enhanced **E-E-A-T** signals through content and website optimization.

### Google Ads Campaign

- Created and enhanced Google Search Campaigns targeting 20+ keywords through keyword research and bid optimization.
- Monitored CTR, CPC, Quality Score, Conversion Rate, CPA, and ROAS to maximize ROI.
- Executed conversion tracking and analyzed campaign performance using Google Ads and GA4.

### Meta Ads Campaign

- Designed and improved Meta Ads campaigns for brand awareness and lead generation using audience segmentation and targeting strategies.

### Personal Portfolio Website

- Built a responsive portfolio website using HTML, CSS, and WordPress following SEO best practices.
- enforced mobile-first design, optimized meta tags, and improved website performance for better user experience.
- Applied on-page SEO techniques, including title tags, meta descriptions, internal linking, and content optimization.

## EDUCATION

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Visvesvaraya Technological University  
Master of Business Administration (Marketing)

Belagavi, 2014-2016

## TECHNICAL SKILLS

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**SEO Tools & Optimization:** Competitor Analysis, Schema Markup, XML Sitemap, Robots.txt, Core Web Vitals, SERP Analysis, Link Building, Crawl Analysis, Indexation, SEO Reporting, Organic Traffic Growth, Keyword Mapping, Site Audit, Search Intent Optimization

### Performance Marketing (Paid Media)

Google Ads, Meta Ads (Facebook & Instagram Ads), Search Campaigns, Display Campaigns, Video Campaigns, Performance Max Campaigns, PPC Advertising, SEM, Audience Targeting, Remarketing, Retargeting, Lead Generation, Landing Page Optimization, Conversion Rate Optimization (CRO), A/B Testing, Campaign Budget Management

### Analytics & Tracking

Google Analytics 4 (GA4), Google Tag Manager (GTM), Google Search Console, Conversion Tracking, Event Tracking, UTM Tracking, KPI Reporting, Marketing Analytics, Attribution Analysis, Looker Studio (Google Data Studio), Data Interpretation

### Content & Social Media Marketing

Content Strategy, Content Marketing, SEO Content Optimization, Blog Optimization, Social Media Marketing, LinkedIn Marketing, Facebook Marketing, Instagram Marketing, YouTube Marketing, Content Calendar Planning, Copywriting

### Web Development & CMS

WordPress, Elementor, Basic HTML, Basic CSS, Website Management, Landing Page Creation, Website Optimization.

### Marketing Tools & AI Tools

SEMrush, Ahrefs, Screaming Frog SEO Spider, Google Keyword Planner, Google Trends, Canva AI, ChatGPT, Google Sheets, Microsoft Excel, Microsoft PowerPoint, Google Gemini, Claude AI, Perplexity AI, Grammarly AI, Microsoft Copilot

### Professional Skills

Digital Marketing Strategy, Customer Acquisition, Lead Generation, Marketing Funnel Optimization, Campaign Management, ROI Analysis, Data-Driven Decision Making, Client Relationship Management, Business Development, Presentation Skills

## CERTIFICATIONS

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- Advanced Digital Marketing Certification – Digital Kora (2026)
- Search Engine Optimization Professional Certificate by Moz (2025)
- Social Media Marketing Professional Certificate by Hootsuite (2025)
- Email Marketing Professional Certificate by Intuit Mailchimp (2025)
- Excel Essential Training (Microsoft 365) Excel Essential Training (Microsoft 365)

## LANGUAGES

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English | Hindi | Kannada