



Vaibhav Viswanath

SEO Manager

Presently working as an **SEO manager** for Superprof based in Paris, France. Handling the Indian, Indonesian, Malaysian, and UK markets for Superprof.

As an experienced SEO manager, I have a proven track record of driving organic traffic and improving rankings. I possess the ability to analyze and interpret data to inform strategy.

I am constantly seeking out new industry trends and techniques to stay ahead of the curve and deliver maximum **value** to clients.

Contact

Current City: Paris, France

LinkedIn

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Education

2018-2019

Masters in Digital Marketing & CRM

IESEG School Of Management, Lille, France

2010-2013

Bachelors in Commerce

Ness Wadia College For Commerce

Certifications

Google Search Advertising certification, 2021

• Google Analytics Individual Qualifications certification, 2021

• Google Ads certification, 2020

• HubSpot Inbound Marketing certification, 2019

• Digital Vidya Social Media certification, 2018

• Digital Vidya E-mail Marketing

Languages

English (Fluent and Professional level)

Hindi

French

(Beginner)

Experience

2019 - Presently working

Superprof SAS (Paris, France)

SEO Manager

- **Perform** on-site and off-site SEO tasks
- **Perform** actions to enhance the E-A-T of the websites.
- **Execute** strategies for content planning and publishing for India, UK, Indonesian, and Malaysian markets
- **Conduct** a monthly site audit using the Screaming Frog audit tool.
- **Analysis** of customer behavior and user intent using Google Analytics, Search Console, and Grafana.
- **Develop** Off-page SEO strategies (Outreach strategies)

* India and UK markets presently have 300k monthly traffic.

2015 - 2018

The Real Green Café (Pune, Maharashtra)

Marketing Strategist

- **Execute** social media marketing on Facebook, Instagram, and Twitter.
- Customer Relationship Management: Act as the point of contact, and engage in customer engagement.
- Monitor the brand's reputation on all social media platforms.
- **Assessed** and enhance the Customer life-cycle
- **Perform** Local SEO to increase the website presence

2017 - 2017

Wiralty Media Pvt Ltd

Community Manager, Internship

- Supported PPC ad campaigns in order to get working knowledge of Google Analytics and Google Ads.
- Create Analytics reports through Google Data Studio
- Assist in E-mail marketing campaigns (Mailchimp)
- Assisted in FB and LinkedIn ad campaigns to understand Social Media marketing.

Expertise

SEMRush



Screaming Frog



Ahrefs



Content Planning



Google Search Console



WordPress



Google Analytics



Keyword Research

