



# Piyush Bansal

Assistant Manager - SEO

Explorer | Learner | Adaptability

Energetic detail-oriented marketing professional passionate about Internet marketing. Skilled in Project management, Time Management & Team Management with strong foundations in advancement of learning and research.

Mian Wali Colony, Gurgaon

piyushbansal0812@gmail.com

+91-9650915443



## Work History

### GUS Global Services Pvt. Ltd. – Assistant Manager - SEO

Nov'23 To Present

- Work for brands Pearl Academy, UPES, and WILL Education.
- Conduct comprehensive website analysis to identify technical and on-page SEO issues, content gaps, and optimization opportunities.
- Perform keyword research for blogs and conduct ranking checks to track progress.
- Develop data-driven optimization recommendations based on analysis and industry best practices.
- Collaborate with tech agencies for website UI/UX design and CMS functionalities.
- Prepare and present weekly reports on website performance, keyword rankings, and SEO metrics.
- Publish content on free guest posting websites.

#### Key Improvements Highlights:

After the migration of the Pearl Academy website, which now has fewer pages than last year, we manage website traffic compared to YOY.

Tools: SemRush, Canva, GSC, GA4, GTM, Looker Studio, MS Excel, Ahref, AI Tools

### iDreamCareer.com – SEO Executive

Jul-22 To Nov'23

- Updated new blogs and revamped dead blogs, managed website structure and CTA's.
- Managed social media profiles, posts, and devised strategies for FB ads, as well as executed FB Ads campaigns.
- Conducted keyword research and identified keyword gaps to enhance content strategy.
- Performed website audits and resolved technical and on-page SEO issues.
- Collaborated with agencies for off-page SEO activities.
- Contributed to team brainstorming sessions and strategies for 360° product marketing, lead generation, website traffic enhancement, YouTube marketing, and ASO.

#### Key Improvements Highlights:

- Increase organic traffic to the blog by **40%** within 8 months, resulting in a boost in qualified leads.
- Improve DA score from **33 to 44** within 1 year through paid GPs.

Company	Designations	Duration
RNF Technologies Pvt. Ltd.	Sr. SEO Analyst	Aug'21 to Jul'22
FreeCharge.com	MIS Executive	Aug'20 To Aug'21
Fareportal India Pvt. Ltd.	AQC Analyst	Jul'18 To Mar'20
FabFurnish.com	MIS Executive	Feb'15 To Apr'17



## Skills

- SEO
- Facebook Ads
- Paid Ads
- Google Ads
- Data Analytics
- MS Office



## Certifications

- Google Analytics 4
- Google My Business
- The Fundamental of Digital Marketing
- Digital Marketing Course (Digiperform.com)



## Education

Bachelor of Computer Applications (2010-2013)

Maharshi Dayanand University – Rohtak



## Social Links

<https://www.linkedin.com/in/piyush-bansal-0504/>

<https://www.youtube.com/belookup1>