

Ravi Ojha

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Location: Dubai, UAE / Delhi, India

Professional Summary

SEO and Digital Marketing Specialist with over 8+ years of experience driving significant traffic, revenue, and brand growth for global organizations and startups. Expert in creating and implementing data-driven SEO and ASO strategies, technical audits, and content optimization. Proven success in managing high-profile projects for brands such as KFC, Pizza Hut, and Krispy Kreme. Skilled in leveraging analytics tools to measure performance and develop actionable insights, with a strong focus on achieving business objectives.

Core Competencies

- **Search Engine Optimization (SEO):** On-page and off-page SEO, technical SEO audits, keyword research, link building, schema markup, and website performance optimization.
 - **App Store Optimization (ASO):** iOS/Android app optimization, keyword targeting, metadata updates, and performance tracking using tools like Adjust and App Annie.
 - **Digital Marketing:** Content marketing, social media campaigns (organic and paid), email marketing, PPC management (Google Ads, Facebook Ads), and conversion rate optimization.
 - **Analytics and Reporting:** Google Analytics (GA4), Microsoft Clarity, SEMrush, Screaming Frog, and Hotjar. Skilled in deriving actionable insights from KPIs to enhance marketing strategies.
 - **Project Management:** Coordinating cross-functional teams, managing timelines, and delivering results-oriented campaigns.
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Professional Experience

SEO Manager

Telegaon, UAE | August 2022 – Present

- Spearheaded SEO strategy implementation for diverse projects, increasing organic traffic by 250% within 6 months.
- Managed technical SEO audits and optimization for e-commerce websites, resulting in a 25% improvement in site speed and crawlability.

- Tracked and analyzed performance metrics using GA4 and Google Search Console, optimizing strategies to meet business KPIs.
- Led a team of content creators and UI/UX designers to enhance user experience and engagement.

SEO Consultant

Dicetek LLC, UAE | July 2021 – July 2022

- Conducted comprehensive ASO and SEO audits for client apps and websites, achieving top rankings for competitive keywords.
- Delivered actionable recommendations to improve app performance using analytics tools like Adjust Analytics and App Annie.
- Created data-driven content strategies that boosted website visibility by 30% on SERPs.
- Provided SEO training to internal teams, enhancing organizational capabilities.

Digital Marketing Manager

C-Tel Infosystems, New Delhi | July 2018 – June 2021

- Directed digital marketing campaigns, increasing lead generation by 50% year-over-year.
- Optimized content and landing pages for improved conversion rates, achieving a 20% boost in sales.
- Implemented email marketing automation, enhancing user engagement by 35%.
- Conducted market research and competitor analysis to identify growth opportunities.

Freelance Digital Marketing Consultant

New Delhi | May 2015 – June 2018

- Collaborated with small businesses and startups to develop tailored SEO and digital marketing strategies.
- Successfully improved website traffic by an average of 45% across multiple clients including UC Browser (News and Media Segment).
- Designed and executed PPC campaigns, delivering a 3X return on ad spend.
- Launched my first startup and failed.

Education

- **Bachelor of Arts (B.A.)**
University of Delhi | 2012 – 2015
 - **Diploma in Computer Science**
NIELIT, New Delhi | 2016
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Certifications

- Certificate in Technical SEO | SEMrush Academy | 2022
 - Certificate in Google Analytics | Google Analytics Academy | 2021
 - Certificate in Digital Marketing | HubSpot Academy | 2020
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Featured Projects

- **KFC UAE:** Increased organic app installs by 35% through targeted ASO and SEO strategies.
 - **Pizza Hut Egypt:** Implemented a localized SEO strategy, driving a 40% increase in traffic.
 - **Krispy Kreme KSA:** Optimized website performance and keyword targeting, improving search rankings for core products.
 - **Tora Cabs:** Headed SEO and digital marketing efforts, achieving a 60% increase in user acquisition.
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Technical Skills

- **SEO Tools:** Google Analytics (GA4), SEMrush, Screaming Frog, Google Search Console, Microsoft Clarity
- **CMS Platforms:** WordPress, Shopify, Square Space
- **GPTs:** ChatGPT, DeepSeek, Claude 3.5
- **Marketing Platforms:** Google Ads, Facebook Ads, LinkedIn Ads, Mailchimp
- **Programming:** HTML, CSS, Basic Javascript
- **Design:** Figma, Canva, Adobe Photoshop
- **Other Tools:** Hotjar, Adjust Analytics, App Annie (Data.ai)