

RITU PAL

Noida ♦ +91-9821276871 ♦ WWW: [Online Portfolio](#) ♦ hritupal2000@gmail.com ♦ LinkedIn: [Visit Profile](#)
(SEO Specialist/ AI-Driven Search Specialist/ Digital Marketing Specialist/ Full Stack Marketer/ Web Developer)

SUMMARY

Digital Marketer with **3.9** years of experience in SEO, analytics, performance tracking, content, web development, and paid media. Skilled in AEO, GEO, AIO, and LLM-based search optimization, ready to innovate and excel in the next era of SEO, intelligent search and full-stack digital growth.

EDUCATION

University of Delhi
B.Sc. (Hons.) Computer Science

Delhi
August 2016 – May 2019

WORK HISTORY

VM-One Technologies
Digital Marketing Specialist - Team Leader

Noida
September 2023 – February 2025

- Applied a **360° digital marketing strategy** across SEO, SEM, content, social media, and email marketing, driven by **automation and AI-powered tools**.
- Conducted **advanced keyword research, keyword gap analysis, and on-page SEO** using SEMrush, GSC, Google Autocomplete, and “Google Related Searches.”
- Executed **off-page strategies**, including high-quality backlink building, backlink gaps analysis, backlink audit, competitor analysis using the Skyscraper technique, and outreach to boost SERP rankings to improve DA, PA and LLM model terms.
- Managed **Google Business Profile**(Local SEO), enhanced Google Maps visibility, and configured internal files such as **robots.txt & .htaccess, sitemap.xml** via cPanel for better crawlability.
- Performed regular **technical SEO audits**, optimized **Core Web Vitals**, improved load times, and conducted **site maintenance**.
- Managed **Google Search Ads** and PPC campaigns; implemented **Google Tag Manager**; executed **performance tracking** and KPIs via **Google Analytics**, and designed a **Power BI dashboard** to visualize insights and reporting.
- Created and maintained a **social media calendar** and **content calendar**, aligning posts with SEO strategy, seasonal trends, and business objectives.
- Developed **Content and technical strategies** for blogs, landing pages, and social posts with SEO, NLP semantic relevance for featured snippets, voice search, **AI Overviews**, and **LLM-driven visibility** (e.g., ChatGPT).
- **Automated campaign workflows** using tools like ChatGPT, Mailchimp, and AI-based scheduling for marketing efficiency.
- Collaborated cross-functionally and worked directly with the **CEO** to test and improve **digital marketing algorithms** and campaign logic.
- **Led and mentored a team** of 6+ marketers, guiding project timelines, task delegation, and skill development, and collaborated with the content and design team.
- Independently developed an **eCommerce + affiliate site** with deep-linking for Amazon & Flipkart; implemented entire **design, strategy, tracking, and monetization**.

Digital Marketing Executive

December 2021 – August 2023

- Conducted **keyword research**, focusing on intent, long-tail keywords, search volume and competition via SEMrush, Google and implemented **on-page SEO** via RankMath.
- Executed **off-page SEO**, including **guest posting**, **bookmarking**, **web 2.0** and local SEO.
- Managed **technical SEO** to improve **Core Web Vitals** through caching, minification, and CDNs and handled cPanel.
- Analysed performance through **Google Analytics**, tracking SEO KPIs and user behaviour. Submitted sitemap via **Google Search Console** and solved technical errors.
- Collaborated with **content and design teams** to enhance SEO, readability, structure, and engagement across all website content and managed affiliate links and regular **SEO audits**.
- Maintained brand presence across **Google Business Profile**, **LinkedIn**, **Quora**, and **Reddit** to boost visibility and authority.

TheSubsPlace(Contract & Project Based)

Digital Marketing & Web Development Consultant

Delhi

April 2025–July 2025

- Implemented technical, on-page, off-page, and AI-driven SEO strategies to maximize visibility and performance.
- Designed **SEO service plans and website development packages/brochures** for the agency's client offerings.
- Built and optimized a **10+ page WordPress site** with brand-consistent, LLM-friendly content.

TECHNICAL & CORE COMPETENCIES

Technical & Core Skills:

- Search Engine Optimization (SEO) (Technical, On-page, Off-page)
- AI-Driven Search Strategies (AEO, GEO, LLM Approach)
- Website Development & Management (WooCommerce, Shopify, WordPress)
- Content Optimization & Advanced Keyword Research
- Analytics & Tracking (Google Analytics, Google Search Console, Google Tag Manager)
- Paid Advertising (Google Search Ads)
- Social Media & Email Marketing
- Performance Tracking & Reporting (Google Analytics, Power BI)

Languages: Hindi, English

KEY ACHIEVEMENTS

Key achievements during my 3.7-year progression from Intern to Team Leader at VM-One Technologies:

- Ranked a **newly built e-commerce website** for **1,000 keywords within six months**.
- Increased website traffic from **3,000–4,000** yearly visitors to **300,000** yearly visitors.
- Ranked **400+ blog posts** on Google's first SERP for **1,500+ keywords** for VM-One's old magazine website **without using paid strategies**.
- Boosted Domain Authority (DA) from 4 to 23 and Page Authority (PA) from 0 to 32.
- Ranked VM-One's **250+** product pages, listing pages and blogs on featured snippets, **voice search**, **AI Overview** and in **LLM Models** such as ChatGPT after 2 months of traditional search.
- Successfully gathered **900+ subscribers** through a **zero-cost Mailchimp Campaign**.

PROJECTS

vmone.in (Woocommerce+affiliate SEO-friendly website setup)

April 2024

Designed and developed a scalable affiliate + WooCommerce website from scratch with custom SEO-optimized layouts. Executed technical SEO, on-page optimization, and integrated RankMath with a focus on structure, performance, and SERP visibility.

theritupal.com (Own Portfolio Project)

March 2025

Designed and developed a WordPress-based personal branding site using Elementor, showcasing skills and projects. Implemented technical and on-page SEO (RankMath), with blog, contact forms, and Google Analytics integration for performance tracking.

thesubsplace.com (Contract-Based Agency Setup Project)

April 2025

Built a 10+ page WordPress website from scratch for a digital agency, including theme/plugin setup, SEO-friendly layout, chatbot integration, and social media page setup. Executed overall SEO strategy and made SEO service plans and website development packages (WordPress/Shopify) to serve client offerings.

CERTIFICATIONS

- Certificate of Advanced Google Analytics - **Google**
- Certificate of Google AI Search Ads - **Google**
- Certificate of Digital Marketing Course - **Google**
- Advanced Digital Marketing Certificate - **Digital Paradize**
- Power BI Certificate - **SkillNation**
- ChatGPT & Other AI Tools Certificate - **SkillNation**