

RITU PAL

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(SEO Specialist/ AEO, GEO & LLM Search Specialist/ AI Digital Marketing Specialist/ Web Developer)

SUMMARY

Results-driven AI Digital Marketing Specialist with **3+ years** of experience in SEO, paid media, analytics, content strategy, web development and AI-powered search optimisation. Experienced in AEO, GEO, AIO, LLM visibility and data-driven marketing using SEMrush, GA4, GSC, Google Ads, and GTM. Proven track record of driving organic growth, search visibility, and business performance across traditional and AI-powered search platforms.

EDUCATION

University of Delhi

B.Sc. (Hons.) Computer Science

Delhi

August 2016 – May 2019

WORK HISTORY

BRANDLYTK N Voice

SEO Specialist/Full Time/Remote

Noida

June 2026 – Present

- Manage SEO strategies for **3 projects**, including **backlink acquisition, content optimisation, and AI search visibility initiatives**.
- Conduct **keyword research, competitor analysis, and backlink gap analysis** using SEMrush, GA4, and Google Search Console to identify growth opportunities.
- Develop **LLM-focused content strategies** and implement on-page and technical SEO to improve website performance, crawlability, and visibility in AI-driven search results.

VM-One Technologies

Digital Marketing Specialist-Team Leader/Full Time

Noida

September 2023 – February 2025

- Executed **360° digital marketing strategies** across SEO, SEM, content marketing, social media, email marketing, and **AI-powered automation** to support business growth.
- Implemented **AEO, GEO, AIO, and LLM-driven optimisation**, achieving visibility in **Google AI Overviews, AI Search results**, and ChatGPT-generated responses.
- Conducted **advanced keyword research, keyword gap analysis, competitor analysis, and on-page SEO** using SEMrush, Google Search Console, Google Autocomplete, and Google Related Searches.
- Managed backlink building, **backlink audits, backlink gap analysis, outreach campaigns**, and Skyscraper-based competitor research to improve search rankings, authority, and online visibility.
- Managed **Google Business Profile** (Local SEO), enhanced Google Maps visibility, and configured **robots.txt, .htaccess, sitemap.xml**, and cPanel settings to improve crawlability and website performance.
- Performed **technical SEO** audits, optimized **Core Web Vitals**, improved page speed, managed **website maintenance**, and developed **SEO-focused content strategies** for blogs, landing pages, and social media using **NLP and AI-search best practices**.

- Managed **Google Ads, Google Tag Manager, Google Analytics, and Power BI** reporting; tracked **KPIs**, automated workflows using ChatGPT, Mailchimp, and AI tools, and **maintained content** and **social media calendars** aligned with business objectives.
- **Led and mentored a team of 6+ marketers**, collaborated with the CEO, content, and design teams, improved campaign strategies and digital marketing processes, and **independently developed an eCommerce affiliate website** with end-to-end design, tracking, deep-linking, and monetization.

Digital Marketing Executive/Full Time

December 2021 – August 2023

- Researched keywords using **SEMrush** and Google to improve website rankings and organic traffic.
- Implemented **on-page, off-page, local, and technical SEO** strategies, including content optimisation, backlink building, **site speed improvements**, and **website maintenance**.
- Tracked website performance using **Google Analytics** and **Google Search Console**, fixed technical issues, and performed regular SEO audits.
- Managed **Google Business Profile**, affiliate links, and **brand presence** on LinkedIn, Quora, and Reddit while working with content and design teams to improve visibility and engagement.

TECHNICAL & CORE COMPETENCIES

Technical & Core Skills:

- **SEO & AI Search:** Technical SEO, On-Page SEO, Off-Page SEO, Local SEO, AEO, GEO, AIO, LLM Optimisation
- **Website Development & Management:** WooCommerce, Shopify, WordPress
- **Content Marketing & Advanced Keyword Research**
- **Analytics & Reporting:** GA4, GSC, GTM, Power BI
- **Paid Advertising:** Google Ads, PPC
- **Social Media & Email Marketing**
- **Marketing Tools:** SEMrush, Moz, Mailchimp, Hootsuite, ChatGPT.

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 and 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.

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**