AGMAN RAJPUROHIT

Digital Marketing Executive | SEO Specialist | Technical, Local & Ecommerce SEO | AI Search Optimization (GEO/AEO)

Dubai, UAE | agmanpurohit@gmail.com | +971 507 298 791 | LinkedIn | agmanrajpurohit.vercel.app
Nationality: Indian | Notice Period: Immediate

CAREER OBJECTIVE

Digital Marketing Executive with 2+ years of hands-on SEO experience, now based in Dubai and looking for a role where I can grow organic traffic, support multi-channel campaigns and work closely with design, development and content teams.

PROFESSIONAL SUMMARY

Digital Marketing Executive with 2+ years of experience in SEO, content strategy, social media and AI search optimization. Increased organic traffic by up to 120% for one client, built 30+ quality backlinks in a month, and handled 25+ client campaigns at the same time across Healthcare, Finance, Ecommerce, Crypto and Professional Services. Worked directly with clients in the USA and Canada. Early adopter of GEO (Generative Engine Optimization) and AEO (Answer Engine Optimization), with a strong technical base in WordPress and WooCommerce that lets me work with developers and turn SEO plans into measurable results.

CORE SKILLS

Digital Marketing: Social Media Marketing, Campaign Strategy, Content Marketing, Google Ads (PPC), Brand Visibility, Paid and Organic Marketing, Reporting

SEO and Analytics Tools: Google Analytics 4 (GA4), Google Search Console, Google Ads, Google Tag Manager, Ahrefs, SEMrush, Screaming Frog, Microsoft Clarity

Core SEO: Technical SEO, On-Page SEO, Off-Page SEO, International SEO, Local SEO, Ecommerce SEO, AEO, GEO, AI Search Optimization, Core Web Vitals

Content and Link Building: Keyword Research, Content Strategy, Guest Posting, Digital PR, Outreach, Link Building, Topical Authority

Technical: WordPress, Custom WordPress Plugin Development, WooCommerce, HTML, CSS, Schema Markup, Structured Data, Hreflang, XML Sitemap, Robots.txt

AI and Automation: ChatGPT, Claude AI, Gemini, Perplexity AI, Prompt Engineering, LLM Optimization, AI SEO Workflows

Marketing and Analytics: SERP Analysis, Competitor Analysis, Website Audits, CRO, Performance Reporting, Data Analysis

Leadership: Team Leadership, Project Management, Client Communication, Training and Mentoring, Problem Solving

WORK EXPERIENCE

SEO Executive | May 2026 – Sept 2026
NCS GX, Ahmedabad

- Led a full website restructuring: rebuilt site architecture, internal linking and navigation to improve crawlability, user experience and organic growth.
- Researched keywords and search intent for accounting and financial-services topics, including crypto taxation and crypto accounting, to find high-value opportunities for visibility and lead generation.
- Wrote SEO, GEO and AEO content aligned with current Google and AI search behavior, so pages are discoverable in both traditional and AI-driven search.
- Created crypto-market content around compliance, reporting and bookkeeping topics, using financial-services SEO practices such as clear sourcing and accurate terminology.
- Ran off-page campaigns covering business listings, citations and link acquisition, and secured 30+ quality backlinks in the first month.

- Grew Domain Authority from 0 to 3 in month one through citation building, free business listings and white-hat link building.
- Built a custom WordPress plugin that adds a custom JSON schema to each page.

SEO Executive | Apr 2025 – May 2026
MediaNV, Digital Marketing Agency, Ahmedabad

- Managed end-to-end SEO for 25+ client websites at the same time, improving organic traffic, rankings and lead generation.
- Restructured website architecture and internal linking, which led to a 120% increase in organic traffic.
- Ran technical SEO audits with SEMrush, Ahrefs, Screaming Frog, Google Search Console and Google Analytics to find and fix crawl, indexing and performance issues.
- Optimized title tags, meta descriptions, schema markup, heading structure, internal linking and mobile usability to improve rankings and click-through rates.
- Handled SEO for WooCommerce and other ecommerce stores: category and product page optimization, product schema, faceted navigation and duplicate-content control, and site speed.
- Researched keywords for crypto and blockchain clients, and wrote on-page content and metadata for exchange, wallet and market-update pages.
- Managed and optimized 25+ Google Business Profiles for clients in the USA and Canada, improving local search visibility and lead generation.
- Worked with design, development and content teams to build SEO into UX and brand strategy from the start.
- Developed a WordPress plugin that generates a custom sitemap, still in use at the agency.
- Designed and built SEO-optimized WordPress websites with fast load times, mobile responsiveness and clean site structure.
- Delivered on-page and technical SEO for 100+ dental websites within 6 months, during development, covering architecture, meta tags, schema markup and performance before launch.
- Mentored new team members on SEO best practices, AI-assisted SEO workflows and prompt engineering for content optimization.

SEO Executive | Mar 2024 – Mar 2025
Diya Infotech, Ahmedabad

- Carried out on-page, technical and off-page SEO to improve rankings and organic visibility.
- Optimized pages through keyword research, content updates, internal linking and schema markup.
- Managed social media accounts to support SEO campaigns and brand visibility.
- Coordinated with developers, designers and content writers to implement SEO accurately across projects.

EDUCATION

Bachelor of Computer Application (BCA) | 2017 – 2020
Jai Narayan Vyas University, Jodhpur

CERTIFICATIONS

- SEO Training Masterclass, Udemy | Feb 2025
- Full Stack Developer, Grras Solutions (P) Ltd, Ahmedabad | Jun 2023
- Certified Penetration Testing Expert, Pristine InfoSolutions Pvt. Ltd. | Apr 2022
- Certified Information Security and Ethical Hacking, Pristine InfoSolutions Pvt. Ltd. | Sep 2021

ADDITIONAL INFORMATION

- Worked directly with international clients in the USA and Canada.
- Strong command of Google ranking algorithms and local SEO ranking factors.

- Working knowledge of AI-powered search optimization and generative search results.
- Experienced in running several SEO campaigns at once and working with cross-functional teams.