



Shivam Pal

Sr SEO Analyst - 5.5+ Years Experience

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

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Clients



Work History

SR SEO Analyst - Botpresso May 2026 - Present



Handled Enterprise SEO for an EU-based e-commerce brand, leading a team of 5 and owning, delivering, and mentoring them across end-to-end operations.

- Worked across 4 language markets: Bulgarian, Croatian, Greek, and Romanian.
- Managed 50K+ monthly organic traffic on each domain, including 600K+ on the Bulgarian (BG) domain.
- Created PRDs, automations, and standards for page templates, layouts, and other SEO recommendations.
- Worked closely with language experts from different regions.
- Supported the team in new business pitches.
- Successfully migrated three domains from Magento 1 to Magento 2.
- Fixed crawling and indexing issues across all domains.

Current Projects-

- <https://www.ozone.bg/>
- <https://www.ozone.hr/>
- <https://www.ozone.ro/>
- <https://www.ozon.gr/>

Tools -

Oncrawl , Semrush , Screaming Frog , Ahrefs , Claude , Chat GPT.

SEO Lead - Passionfruit (Saket) August 2025 - May 2026



- Client Weekly Interaction & Analysis Presentation.
- Create New Business Pitches for USA Clients
- Leading a team of 4 SEO Analyst from assigning day to day task to weekly touchbases.
- Created Content Clusters for USA clients.
- Manage 15 clients with end to end scope.
- Improve the organic revenue by 30% for : <https://helloplayground.com>



Key Wins

- Rank in Top 10 for the keywords with high SV (Shoes for men, black shoes for men , Kids Shoes) for Campus shoes. (April 20 2025)
- Drive 230k google discover traffic with 8.29M impressions for Cadbury. (Aug 24-Feb 25)
- Out of 150 target keywords for campus shoes 28 keywords rank on first page with 2.8M Search volume combined.



Skills

- Google Analytics and Search Console
- Google Data Studio & Google
- Tag Manager
- Canva
- Wordpress, Hootsui,tSemRush & Ahref (Paid Tools)
- MS Office
- Team Management
- Similar Web



Graduation

Bachelors of Com (2016-2019)

Atma Ram Sanatan Dharma College

(ARSD)- Delhi University

Scored- 5.56 CGPA



Intermediate

- Passed- (2015-2016)
- Divya Public School (DPS)
- Scored- 80%
- Ownerd as a Discipline Head



Social Links

- <https://www.linkedin.com/in/shivampal1>
- <https://twitter.com/palpaall46>



- Client Weekly Interaction & Analysis Presentation.
- Pitching New Ideas For Optimisation
- Manage On Page & Off Page for Projects.
- Interaction With the Vendor for Content & Publication.
- Created Meta Title ,Description & Content Recommendation.
- Competitor Analysis , Keywords Research , Traffic Analysis , Ui/Ux Recommendation.
- Google Search Console & Google Analytics Analysis.
- Quora Publication
- New Pitches for new Business

Current Projects-

Campus Shoes (www.campusshoes.com)

Cadbury Dessert Corner (www.cadburydessertscorner.com)

Sunova (<https://sunova.in>)

Maruti Suzuki Driving School (www.marutisuzukidrivingschool.com)

Tayyari Jeet Ki (<https://www.tayyarijeetki.in>)

Tools -

Ahref (Paid),SemRush (Paid),Similar Web (Paid), Screaming Frog (Paid), Semalt (Paid), Google Analytics, Google Search Console, Google Tag Manager, Google Keyword Planner, Google Data Studio, Small Seo Tool, technicalseo.com (For Schema), MS Excel & MS Powerpoint.

- Interacting with People Read and Watch About Health & Fitness
- Reading about Internet
- Marketing, Brand
- Awareness & Affiliate
- Marketing
- Travelling And Music



Achievements

- Create and implementing Google Data Studio Report successfully - **RnF Technologies**
- Done Indexing API with Python - **RNF Technologies.**
- Wins **Individual Contributor Award** for Cadbury Dessert Corner. - **GroupM Media.**

SEO Analyst - Adlift Marketing Pvt. Ltd. (Gurgaon)

Aug-22 To June 23



- Client Weekly Interactions & Data Presentation.
- New Client Proposal (boAt , Cuemath, Chetak Electric, LAVA Mobiles) & Projections
- Manage end to end SEO campaigns (On-Page, Off-Page & Technical SEO)
- Perform Competitor Analysis, Keyword Research, Website Analysis and On-page recommendation.
- Created Meta Title, Description and H1 for projects.
- Manage Google Search Console, Google Analytics and Google Business Profile.
- Optimized Blog Posts for clients' website.
- Engaged with user by using different platforms (Pinterest, Quora)
- Stayed up-to-date with the newest SEO guidelines and trends.

Current Projects-

- Schneider Electric - India
- Schneider Electric - UAE
- Schneider Electric - Global 7+ Countries (USA ,UK ,France)
- Theluxenomads - Japan , Indonesia

Tools -
Ahref (Paid),SemRush (Paid),Similar Web (Paid), Screaming Frog (Paid), Semalt (Paid),
Google Analytics, Google Search Console, Google Tag Manager, Google Keyword Planner,
Google Data Studio, Small Seo Tool, technicalseo.com (For Schema),

SEO Analyst – RNF Technologies (Noida)
August-21 To July -22



- Handle multiple projects of USA location perform both on-page and off-page activities.
- Keywords Research
- Monthly Reports
- Technical Audit
- UI/UX suggestion as per the Heatmaps
- New Landing Page Creation

Projects-

- Blue Light Labs
- Ready To Wear Beauty
- Evans Hairstyling College
- Amarki Marketing Solution
- Bride & Veil
- Hotel Supplies Depot

SEO Executive – KPL Tech Solution (Noida)
Feb 21 - August 21



- Handle multiple projects of USA location perform both on-page and off-page activities.
- Keywords Research
- Monthly Reports
- Technical Audit
- Woorank Audit
- Backlink Creation

Projects-

- Americadr.com
- Techdocva
- Sulcanna
- Wraptuckmore

SEO Executive – Esearch Logix (Noida)
Sep 20 - Feb 21



- Handle off page projects of USA location
- Keywords Research
- Monthly Reports
- Technical Audit
- Backlink Creation

Projects-

- BB CRAFTS
- Tulli Shop
- Ribbons Cheaps
- Bhandari Marbels
- Walmel