



JATIN SINGH

DIGITAL MARKETING EXECUTIVE

SUMMARY

SEO & Digital Marketing professional with **5+ years of experience** specializing in SEO, Technical SEO, Local SEO, Content Strategy, Social Media, and AI Search Optimization. Experienced in website and e-commerce SEO, Google Business Profile, keyword research, technical audits, content optimization, link building, Google Ads, Meta Ads, and Google Merchant Center. Hands-on experience developing SEO-focused websites with CRM, lead capture, blog, and product/stock management systems. Skilled in AEO and GEO, with experience improving brand visibility across Google Search, Google AI Overviews, ChatGPT, Gemini, and Claude.

KEYS SKILL

- | | | |
|----------------------------|-----------------------------|------------------------------|
| • Digital Marketing | • Google Search Console | • AI Search Optimization |
| • SEO | • Google Analytics 4 | • GEO |
| • Technical SEO | • Google Business Profile | • AEO |
| • On-Page SEO | • Google Ads | • ChatGPT Optimization |
| • Off-Page SEO | • Meta Ads | • Google Gemini Optimization |
| • Local SEO | • Social Media Management | • Claude Optimization |
| • Keyword Research | • Social Media Optimization | • SEMrush |
| • Competitor Analysis | • Google Merchant Center | • Ahrefs |
| • Content Strategy | • Shopify SEO | • Screaming Frog |
| • SEO Content Optimization | • WordPress SEO | • Google Shopping |

JOB EXPRIENCE

GL STONE EXPO – Hyderabad (Sep 2026 – Present)

SEO Specialist / Digital Marketing Executive

Key Responsibilities:

- Managed and optimized GL Stone Expo's websites for organic search visibility, local SEO, user experience, and lead generation.
- Planned and developed the new GLStoneExpo.in website, including SEO-friendly site structure, product/category pages, blog functionality, and content architecture.
- Worked on the website's CRM/admin panel and lead-capture system to manage and organize incoming customer enquiries.
- Implemented product and inventory/stock management functionality to help manage and update tile product stock through the admin panel.
- Managed website blog publishing, SEO titles, meta descriptions, headings, URLs, internal linking, and content optimization.
- Conducted keyword research and competitor analysis for granite, quartz, marble, tiles, countertops, and stone products.
- Created and optimized location-based SEO pages targeting Kokapet, Gachibowli, Manikonda, Tellapur, Banjara Hills, Jubilee Hills, and other Hyderabad locations.
- Improved organic search visibility by optimizing pages for target keywords, search intent, content quality, internal linking, and technical SEO factors.

- Monitored Google Search Console and GA4 performance, including clicks, impressions, CTR, average position, organic traffic, and keyword performance.
- Performed technical SEO audits and resolved issues related to indexing, crawling, canonical tags, XML sitemap, robots.txt, URL structure, and website architecture.
- Managed and optimized Google Business Profile (GMB) including products, posts, business information, and local SEO activities.
- Optimized product images using SEO-friendly file names, ALT text, image titles, captions, and descriptions, improving image search visibility.
- Created and optimized SEO content for granite, quartz, marble, tiles, and related product categories to improve keyword rankings and organic visibility.
- Worked on Google image search optimization to improve the visibility of product and website images for relevant search queries.
- Implemented Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO) strategies to improve GL Stone Expo's visibility across AI-powered search experiences.
- Optimized website content and structured information to achieve visibility for relevant GL Stone Expo queries across Google AI Overviews, ChatGPT, Google Gemini, and Claude.
- Worked on AI-search content optimization, focusing on entity relevance, search intent, structured content, FAQs, topical coverage, and authoritative website information.
- Used tools including Google Search Console, GA4, Ahrefs, SEMrush, Screaming Frog, Google Business Profile, and Google Merchant Center.

FREELANCE – SOCIAL MEDIA SEO & DIGITAL MARKETING

JOB EXPERIENCE

MISSAMMA RESTAURANT

- Managed local SEO and keyword optimization.
- Optimized and managed Google Business Profile (GMB).
- Managed Instagram and social media activities.
- Developed content strategies based on target audience, local searches, and business goals.
- Planned content topics, Reels, posts, captions, hashtags, and publishing ideas.
- Optimized social content for better search visibility and engagement.

CAFE AMRUTHAM

- Performed local SEO and keyword research.
- Managed and optimized Google Business Profile (GMB).
- Handled Instagram and social media activities.
- Developed content strategies for food, café, and local audience targeting.
- Planned content topics, posts, Reels, captions, hashtags, and content formats.
- Optimized social media content for local visibility and discoverability.

MYRA EVENT MANAGEMENT

- Managed SEO and local search optimization.
- Optimized and managed Google Business Profile (GMB).
- Handled Instagram and social media activities.
- Developed content strategies around events, weddings, decorations, and transformations.
- Planned Reels, posts, captions, hashtags, and location-focused content.
- Optimized content to improve online visibility and audience reach.

HANYA BOUTIQUE

- Conducted keyword research and local SEO optimization.
- Managed and optimized Google Business Profile (GMB).
- Handled Instagram and social media activities.
- Developed content strategies around bridal, designer, and customized blouse services.
- Planned content topics, Reels, posts, captions, hashtags, and promotional content.
- Optimized social media content for local search visibility and audience engagement.

JOB EXPRIENCE

Urbane Hide (2025 JUNE - 2026 FEB)

- Seo Executive (**Business Consultant**)

Key Responsibilities:

- Managed and optimized Shopify website (urbanehide.nl) for SEO, performance, and conversions
- Performed full on-page SEO across homepage, collections, and all product pages
- Optimized meta titles, descriptions, product content, URLs, and images using target keywords
- Resolved technical SEO issues using Screaming Frog and SEO audits
- Conducted keyword research and competitor analysis via Ubersuggest
- Set up and optimized Google Merchant Center and product feeds
- Executed off-page SEO & backlink building strategies
- Optimized and managed Etsy store listings for search visibility
- Created SEO-friendly social media content and marketing ideas
- Identified new lead generation platforms and marketing opportunities
- In a netherland based on 67 keyword rank and make 1 lakh 50000 revenue

Freelance work

Lucious Cake November

Key Responsibilities:

- Planned and executed SEO strategy, achieving Top rankings for 10 target keywords
- Optimized website titles, meta descriptions, headings, and content for search visibility
- Implemented local SEO to increase bakery discovery and walk-in/online orders
- Managed and optimized Google Ads campaigns (Search & Local) for lead and order generation
- Ran Meta Ads (Facebook & Instagram) focused on WhatsApp inquiries and cake orders
- Optimized ad creatives, targeting, and budgets to ensure profitable ROAS
- Reduced cost per lead and improved conversion rate through continuous optimization
- Performed keyword research, competitor analysis, and audience targeting
- Built backlinks and local citations to strengthen authority
- Tracked performance and scaled campaigns to generate consistent profit

YKR INFRA CITY LIMITED

SEO & Website Optimization Specialist

Real Estate & Infrastructure Company

- **Key Achievements:**
- Optimized the official website for performance, SEO, and user experience
- Made the website fully responsive and mobile-friendly across all devices
- Conducted a complete SEO audit and identified multiple on-page & technical issues
- Fixed SEO issues including meta tags, site structure, page speed, and crawl errors
- Performed keyword research and optimized pages to rank target real-estate keywords
- Suggested UI/UX and content improvements to increase engagement and trust
- **Result:**
- Improved website visibility, mobile performance, and keyword rankings

Freelance

- **Spotpetins.com:-** Guest Post, Link Exchange
- **Dhan:-** Optimise Content and blog post to third party website
- **Aditya Birla Insurance:-** (Create a backlink for a website and optimise On- Page)

JOB EXPERIENCE

Ad Your Dream (Kukatpally) (2024 NOV - 2025 MAY)

Digital Marketing / SEO Executive

Best Branding & Advertising Agency in Hyderabad

Key Achievements:

- Optimized all service & industry pages with targeted keywords
- Implemented Local SEO with GMB setup and NAP consistency
- Created AI-friendly blog content for featured snippets

Result:

 Improved organic visibility by 150% and local rankings

SAJSRI Visa Consultancy

Visa Consultant & Study Visa Experts in Hyderabad

Key Achievements:

- Created location-based landing pages for country-wise visa services
- Implemented structured FAQs for AEO and voice search queries
- Built authority backlinks from education and immigration blogs

SrigajananaCranes

Cranes and Hoists Manufacturer in Hyderabad

Key Achievements:

- Created SEO-optimized content for each product category
- Integrated schema for industrial products and FAQs
- Fixed crawl errors, improved XML sitemap and robots.txt

Increased B2B lead quality by 180% and product discoverability

RelaxonMattresses

Premium Orthopedic & Memory Foam Mattresses

Key Achievements:

- Created AEO-friendly FAQ page with 50+ long-tail Q&A
- Optimized product pages for Google Shopping and organic rankings
- Used schema for products, reviews, and FAQs for rich snippets

JOB EXPERIENCE

OuranosDigital (HYDERABAD)

- Working To optimize a Issue
- Designation - Digital Marketing Executive

Key Responsibilities:

- Optimization of a OuranosDigital Website.
- On- Page SEO & Off- Page SEO.
- For Implement To Track competitor websites.
- Keyword Research with the help of some Seo tools and Brainstorming.
- Checking The progress with the Help of GOOGLE Analytics Tool.
- Do Social Media Optimization Implement and social media posting handle.
- Off - Page Backlink for a website To Rank in Google SERP and Rank in Top Position.
- Doing lead collect we the help of google, Linkedin, apollo.io, yellow page and so on.
- Sending a mail which email Id collect.
- Coordinate with graphic Designer for Social media post
- Handle client website and optimize a website also audit client website.

Handling project

Dharani Caterers service

- Handling a socialmedia platform.
- Instagram & Facebook.
- Handling a posting with the help of a meta suite.
- Working on a website to add their ecommerce product website.
- Manage their product Image size.
- Create Title & Description for product.
- coordinate with a Graphic designer.
- Planning a content for post design.

Handling project

Sm Infra Developer (Real Estate Project)

- Handling a socialmedia platform.
- Instagram & Facebook.
- Handling a posting with the help of a meta suite.
- coordinate with a Graphic designer.
- Planning a content for post design.

JOB EXPERIENCE

Tabsons (GURGAON) (Mar 2023 – Aug 2024) (Full Time)

- Check Tv Channel Issue
- Designation - WMM Executive

Key Responsibilities:

- Checking Issue with the help of software.
- When I found out there was a channel Issue I informed the broadcaster.
- Daily wise meter maintenance with the help of software.
- Using excel sheets to find a channel list and manage daily work.
- Optimize Free Dish channel their watermark and the logo is shown or not.
- Checking Multi-language the whole channel there exactly audio is playing same channel audio or not (Like- Tamil channel take there Tamil audio with watermark or not, same other channel I check)
- If the software meter has any issue then I go to the server room then do meter improvement. Changing the setup box when the pin or internal error is found then changes.
- If the meter has any faulty then I change.
- Sending a mail backend problem with our next department to this issue resolved asap.
- We are working with a team here. I learn here how to work with teamwork.

JOB EXPERIENCE

SpotPetInsurance.com • Miami, USA (WFH)

(Jan 2022 – Dec 2022) • Full-time

- Conducted US-market keyword research and content optimization for targeted search queries.
- Managed guest posting, link-building and link-exchange outreach to build relevant backlinks.
- Researched and categorized relevant websites for niche-specific backlink opportunities.
- Managed outreach, backlink placements, and link quality monitoring to support organic search visibility.

JOB EXPRIENCE

Amor Hospital (Hyderabad) (2022 Freelance)

- Client: AMOR HOSPITAL
- Designation: - SEO Executive

Key Responsibilities:

- Optimization a Amor Hospital Website
- On- Page SEO & Off- Page SEO For Implement To Track competitor website
- Keyword Research with the the help of some seo tool and Brainstorming
- Create a campaign: Search Ads, Display Ads.
- Checking The progress with the Help of GOOGLE Analytics Tool
- Do Social Media Optimization
- Implement Bidding Strategies
- Create a Facebook ads, Insta Ads and other social media ads
- Crete Off - Page Backlink for a website To Rank in Google SERP and Rank in Top Position
- Uses Seo Tool: Semrush, Ahref, Gravitywrite, Ubersuggest, moz, Websiteseochecker, Seo Tools Extension and ETC.

INTERNSHIP

AB DIGITAL MEDIA (GURGAON (DEC 2020 - March 2021)

- Project-Finance gab, paisabank.org
- Designation - SEO Executive

Key Responsibilities:

- On-Page Seo and Off-Page Seo Optimization
- Create Daily wise Report and Update
- Coordinating with the Content Team For Content
- Efficiently Using the SEO Tools and Strategies to improve a work
- Daily wise Get a update from Client

EDUCATIONS

2025-2027 (March)

Sikkim Manipal university, India

Master of Computer Application (MCA)

2020-2023 (May)

Manipal university Jaipur, India

Bachelor of Computer Application (BCA)

2018 - 2020

Jp Intermediate College, India

12th Math & science Student

2016 - 2018

Gorakhpur Public School, India 10th

Math & science Student

Mastery Of Digital Maketing

- Online Courses From Internshala
- Digital Marketing From Hyderabad Through (IBM)

TO GET A PROFESSIONAL CERIFICATE PROVIDE BY (IBM) From Innomatics

My Personal Tech Website

- TechForush.com

HOBBIES & EXTRA CURRICULAR ACTIVITY

- Internet Surfing
- Cricket
- Chess
- Riding
- Reading Books
- Movies & Series

PERSONAL DETAILS

• Name	:	Jatin Singh
• Gender	:	Male
• Material Status	:	Unmarried
• Nationality	:	Indian
• Language Known	:	Hindi & English
• Permanent Address	:	Kokapet, Hyderabad, Telangana, India