

Biswanath Sahu

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CAREER OBJECTIVE

Innovative SEO-optimised web developer with expertise in WordPress and Elementor. Skilled in technical SEO, on-page optimisation, and lead generation. Passionate about creating high-performance websites that enhance brand visibility, user experience, and organic growth.

WORK EXPERIENCE

Junior Search Engine Optimization (SEO) Manager

Feb 2025 - Present

Small Town Brandits, Virtual

Web Developer (Wordpress + Elementor)

Conduct an SEO Audit report for the client's website

Generate leads through Meta ads for a client

Optimise websites for On-Page SEO and Technical SEO

Monitor performance metrics of websites using Semrush, Google Analytics and Search Console

create content for the client's website and post

Junior Search Engine Optimization (SEO) Associate

Oct 2023 - Jan 2025

Skyram Technologies Pvt Ltd, Virtual

- Conducted comprehensive keyword research and identified gaps for ongoing USA-based projects.
- Executed link-building strategies focusing on high-quality dofollow (90%) and nofollow (10%) links.
- Optimized on-page and technical SEO elements to improve search engine rankings.
- Implemented local SEO strategies to enhance regional visibility.
- Monitored and reported monthly progress using Google Analytics and SEMrush.

Junior SEO Associate Internship • Internship

Apr 2023 - Sep 2023

Success.ai, Virtual

- Performed SEO audits to identify areas for improvement.
- Executed technical, on-page, and off-page SEO strategies.
- Built high-quality backlinks to improve domain authority.
- Optimized local SEO to drive targeted traffic.

Organization Manager

Jun 2011 - Jun 2022

Bharat Petroleum Corporation Limited, Balasore

- Led strategic planning and decision-making processes.
- Managed teams, monitored performance, and ensured accountability.
- Resolved conflicts and fostered innovation within the organization.
- Oversaw corporate social responsibility (CSR) initiatives.

EDUCATION

Bachelor of Science (B.Sc), Chemistry

1997 - 2000

Fakir Mohan University

Percentage: 67.00%

Senior Secondary (XII), CHSC

1996

Science

U. N. COLLEGE. SORO

Percentage: 64.00%

Secondary (X), BSC

1994

SRI R K HINDI VIDYALAYA

Percentage: 63.00%

TRAININGS / CERTIFICATIONS

Web Developer (WordPress + Elementor)

Oct 2024 - Nov 2024

Udemy, Virtual

Website Building through WordPress and Elementor

Advanced Search Engine Optimization Certification Program

Jan 2024 - Apr 2024

Simplilearn, Virtual

Advanced SEO

Advanced Content Marketing

Advanced Web Analytics

Social Media Marketing

Feb 2023 - Mar 2023

Internshala Trainings, Virtual

Topics Learned: Facebook, Instagram and LinkedIn Marketing

Project Completed: Facebook Shopping Page

Google Search Ads

Jan 2023 - Feb 2023

Internshala Trainings, Virtual

Topics Learned: Dynamic Search Ads, Search Audience & Performance Planner

Certification Earned: Google Ads Search Certification

Project Completed: Google Search Ad Campaign

Inbound & Email Marketing

Dec 2022 - Jan 2023

Internshala Trainings, Virtual

Topics Learned: Inbound & Email Marketing

Certification Earned: Hubspot Inbound Certification

Project Completed: Plan Content & Email Campaign

Digital Marketing Placement Guarantee Course

Dec 2022 - Sep 2023

Internshala Trainings, Virtual

Inbound Marketing

Search Engine Marketing

Online Advertising

Display Advertising

PORTFOLIO

[Portfolio link ↗](#)

[Blogspot link ↗](#)

[Blog link ↗](#)

PROJECTS

[Facebook Shopping Page ↗](#)

Feb 2023 - Mar 2023

"Created a Facebook page for a business and showcased products so that users can select and buy from my page itself"

Advanced Email Marketing

Apr 2024

Simplilearn, Virtual

Advanced Email Marketing

Content Marketing

Mar 2023 - Apr 2023

HubSpot Academy, Virtual

Content Marketing, Content Planning, Content Creation, Promotion and Analysis.

Google Display Ads

Feb 2023

Internshala Trainings, Virtual

Topics Learned: Display Ad Types, Formatting & Targeting

Certification Earned: Google Ads Display Certification

Project Completed: Google Display Ad Campaign

SEO

Jan 2023

Internshala Trainings, Virtual

Topics Learned: On Page SEO, Off Page SEO & SEO Tools

Project Completed: SEO Audit & Report

Blogging And Google Analytics

Dec 2022

Internshala Trainings, Virtual

Topics Learned: Blogging, Google Analytics & Advance Google Analytics

Certification Earned: Google Analytics Individual Certification (GAIQ)

Project Completed: Publish Blog & Submit GA Report

[Google Search Ad Campaign ↗](#)

Jan 2023 - Feb 2023

Created a Google Search campaign in Google Ads by selecting right keywords, writing impactful ads, and selecting appropriate bids for the keywords

[Google Display Ad Campaign ↗](#)

Feb 2023

Created a banner campaign showcasing products on an e-commerce site. I also selected audience based on the products to be marketed and bid appropriately

[SEO Audit & Report ↗](#)

Jan 2023

Conducted an SEO audit for a website and submitted a report on how the website can drive more organic traffic & move up in the ranks of Google Search Results

[Plan Content & Email Campaign ↗](#)

Jan 2023

Created an email marketing campaign, sent it to my contacts and measured the impact of the campaign.

[Publish Blog & Submit GA Report ↗](#)

Dec 2022

Created and published my own blog and linked it with Google Analytics. I also added 5+ posts and analysed the traffic in the Google Analytics account

SKILLS

- Google Analytics
- Email Marketing
- Social Media Marketing
- Digital Marketing
- Facebook Marketing
- English Proficiency (Spoken)
- Blogging
- Search Engine Optimization (SEO)
- Power BI
- English Proficiency (Written)
- Canva
- Content Marketing
- Search Engine Marketing (SEM)
- MS-Office
- Facebook Ads
- Google AdWords

ADDITIONAL DETAILS

- Increased ROI by 38% for Success.ai through targeted email marketing campaigns. Boosted website traffic by 41% within three months using advanced SEO techniques.