

Candidate Report

SEO

Marketing

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Abuthalip S

CAND-000065

Role: Senior SEO Consultant **Company:** HerKey **Experience:** 8 years

Contact Information

Phone

8610026901

WhatsApp

8610026901

Email

abuthalip2023@gmail.com

Location

Bangalore, India

Professional Information

Current Company

HerKey

Current Job Title

Senior SEO Consultant

Total Experience

8 years

Skills

Digital Marketing

SEO

Social media

Paid marketing

SEO Strategy

Organic Growth

Technical SEO

On-Page SEO

Off-Page SEO

International SEO

GEO

AEO

AI Search Optimization

Google AI Overviews

Entity SEO

Semantic Search

Content Strategy

Topical Authority

Keyword Strategy

Search Intent

Content Architecture

Internal Linking

SEO Audits

Crawl & Indexation

Site Architecture

Core Web Vitals

Schema Markup

JSON-LD

SEO Roadmaps

Team Leadership

Stakeholder Management

Client Management

SEO Reporting

Google Analytics / GA4

Google Search Console

Looker Studio

Google Ads

Semrush

Ahrefs

Majestic SEO

BuzzSumo

Zoho CRM

Lucky Orange

Grammarly

HTML

CSS

JavaScript

Education

- Bachelor of Engineering (B.E)

Anna University, India

Electronics & Communication Engineering

- 2014

Certifications

- Digital Marketing Certification

Inventateq
- Google Analytics and Google Search Console Certification

Languages

English

Hindi

Tamil

Employment History

- **Senior SEO Consultant**

HerKey

1/1/2026 - 7/1/2026

Own organic search strategy end-to-end for two in-house products - HerKey and Simkey - spanning technical SEO, content strategy, analytics integrity, SEO/AEO/GEO, and AI-search visibility

- **Senior SEO Manager**

Athena Business Solutions

4/1/2024 - 11/1/2025

Led and mentored a 5-member SEO team, overseeing SEO strategy, execution, performance management, client communication, and delivery across international accounts

- **Senior SEO Specialist**

Boopin

9/1/2023 - 4/1/2024

Developed and executed organic growth strategies for clients across India, US, Singapore, and Middle East markets

- **SEO Team Lead**

Ionidea

7/1/2022 - 7/1/2023

Led SEO initiatives for global websites across technical, on-page, content, and authority-building areas

- **SEO Analyst**

KredX

2/1/2019 - 7/1/2022

Developed and executed content and technical SEO strategies across landing pages, blogs, schema markup, crawl optimization, and link building

- **Digital Marketing Executive**

Optimism IT Solutions Pvt. Ltd.

1/1/2018 - 2/1/2019

Executed on-page and off-page SEO strategies aligned with broader digital marketing objectives

- **SEO & Digital Marketing Roles**

Webeaz Technologies / Firstsource / Indecomm Global Services

1/1/2015 - 12/1/2017

Built foundational experience across SEO, digital marketing, website optimization, content, and digital operations

Position Requirements