

# Rajendra Narayan Roul

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Representing over 5 years of expertise as Senior SEO Specialist in IT Industries, targeting IT & Service Sector industries as SEO Specialist, Content Marketer and Growth Marketer in Bangalore, Hyderabad, Mumbai & Pune.

## PROFILE SUMMARY

- Over 5 years of experience in marketing, specializing in content promotion, SEO, and digital marketing within the IT industry.
- Currently leading on-page, off-page, and technical SEO aspects at Deskera, managing editorial calendars and conducting keyword research to boost website traffic.
- Skilled in Excel, PR, and project management, with a proven track record of implementing impactful strategies to drive business growth.
- Proficient in leadership and team management, fostering growth and success in SEO initiatives.
- Established expertise in keyword research and content optimization to enhance website traffic.
- Proven expertise in developing and implementing advanced SEO strategies to drive organic traffic and improve search engine rankings.
- Skilled in keyword research, on-page and off-page SEO optimization, and technical SEO audits to enhance website visibility and performance.
- Proficient in creating SEO-optimized content that engages audiences, drives conversions, and aligns with brand objectives.
- Experienced in content planning, creation, distribution, and performance analysis across various digital platforms.
- Innovative thinker with a growth hacking mindset, skilled at identifying growth opportunities and conducting experiments to optimize marketing performance.

## WORK EXPERIENCE

**Apr'24 – Present | Senior SEO Specialist | Deskera, Bangalore**

### Responsibilities:

- Spearheading on-page, off-page, and technical SEO strategies for Deskera.
- Managing editorial calendars and guiding content creation.
- Conducting in-depth keyword research to optimize website traffic.
- Leading website SEO audits to enhance online visibility.
- Collaborating with cross-functional teams to optimize content for SEO.
- Implementing innovative SEO techniques to boost website performance.
- Managing the off-page SEO Team to elevate website domain rating.
- Continuously auditing the website for necessary improvements.

**Oct'20 – Apr'24 | Senior SEO Outreach Specialist | G2 Bangalore**

### Responsibilities:

- Developed and executed content promotion strategies aimed at increasing website traffic.
- Utilized channels such as social media, email marketing, and partnerships to amplify content reach and engagement.
- Collaborated with cross-functional teams including marketing, design, and development to optimize content for SEO.
- Ensured alignment of content strategy with overall marketing objectives and brand voice.
- Implemented a Guest Post Program to enhance SEO through high-quality backlinks and strategic brand collaborations.
- Managed outreach, content creation, and relationship building with external contributors to drive SEO impact.
- Led the off-page SEO Team in elevating a website from a basic 87 Domain Rating (DR) to an elite 90 DR.

## CORE COMPETENCIES

Online Marketing

Organic Marketing

Content Marketing

Return-On-Investment

Keywords Research

Budget Management

On-Page SEO/ Off-Page SEO

Google Analytics

## EDUCATION

- M.B.A. in Marketing, National Institute of Technology, Rourkela, 2019
- B.Tech. in Computer Science, Gandhi Institute for Engineering and Technology, Gunupur, 2016

## SOFT SKILLS

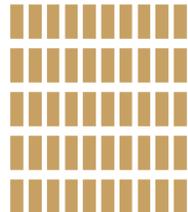
Analytical

Communicator

Problem- Solving

Time Management

Multitasking



## INTERNSHIP

**May'18 – Jun'18, HandyTrain, Goa**  
Inside Sales Lead Generation and Blog Writing

- Developed and executed link building strategies, including partnerships, content syndication, and guest posting.
- Implemented A/B testing methodologies on social media advertisements to optimize performance.
- Achieved a 25% improvement in click-through rates by A/B Testing on webpages.
- Conducted regular website audits to identify and resolve technical SEO issues and usability challenges.
- Implemented fixes promptly to ensure optimal website performance and user experience.



## PERSONAL DETAILS

**Languages Known** : English, Hindi and Odia  
**Date of Birth** : 8<sup>th</sup> December 1994  
**Address** : Bangalore, India

### Jun'19 - Oct'20 | Digital Marketing Executive | SalesHandy, Ahmedabad

#### Responsibilities:

- Orchestrated comprehensive content marketing initiatives to drive website traffic, enhance engagement, generate leads, and ultimately increase sales and customer retention.
- Implemented SEO best practices in content creation to improve organic search visibility and attract qualified leads.
- Collaborated across various functions and silos within the organization to develop and execute a cohesive content marketing strategy.
- Aligned content initiatives with business objectives to achieve optimal results while minimizing costs and resources.
- Adopted a brand publisher mindset, creating valuable and relevant content tailored to the target audience's needs and interests.
- Optimized content pathways to facilitate conversion, leveraging data and analytics to refine strategies and improve conversion rates.
- Managed editorial requirements encompassing basic SEO principles, content categorization, structure, development, distribution, and performance measurement.
- Developed editorial governance to ensure consistent content delivery aligned with brand voice, style, and tone across all platforms and channels.
- Implement integrated strategies to drive revenue growth through affiliate partnerships and email marketing campaigns, optimizing conversion rates across both channels to maximize overall sales performance.