

# PRATIK SAHU

## SEO Manager + Content Co-Lead

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### SUMMARY

Till recently, I worked as an SEO manager of the Football category at Sportsdunia, and gained experience in finding new topics to cover based on keyword research & competitors analysis. Also, I have created on-page docs for player modules, FPL tools, such as "FPL Rate my Team" and "Points Predictor", based on which content is added from the writer's end, as per best SEO practices.

Previously, wrote content related to the Borussia Dortmund football club as a paid contributor for the website "BVB Buzz" and recently completed a PGDM program in Football Management, so I can broaden my horizons in the domain of football as a career.

As part of my very first job, I used to work as a Junior SEO Executive at Squad Technologies Pvt. Ltd for 2+ years till 11th July 2024 and attained experience in handling multiple projects centred on industries, including but not limited to eCommerce, healthcare, procurement, finance, etc. I have expertise in keyword research, identifying technical SEO suggestions, maintaining and creating local business listings, competitor analysis and providing on-page suggestions.

I have also completed my postgraduate certification program in "Digital Marketing and Communication" in September'21 and have hands-on experience with digital marketing tools and methodologies, which I applied by organising ad campaigns on Google Adwords and Facebook Ads Manager to increase brand awareness. Familiar with content marketing and SEO methodologies required for increasing brand awareness and visibility.

### KEY SKILLS

Google Adwords, Google Analytics (GA4), content marketing, MS Office, SEO, Social Media Marketing, Bing ads, Twitter ads, Amazon ads, Facebook marketing, YouTube Marketing

### PROFESSIONAL EXPERIENCE

#### SEO Manager (Football)

Apr '25 - May '26

#### Sportsdunia

Gurugram

I have worked on the following things as SEO manager during my time at Sportsdunia:

- Ensured that content on 100+ football player modules is created, including biographies, net worth, lifestyle, family and partner
- Optimised content structure & keyword strategy using **SEMrush, Ubersuggest, & Ahrefs**, resulting in improved keyword rankings on Google SERPs
- Enhanced user satisfaction & tool usability by developing comprehensive on-page documentation for Fantasy Premier League tools — FPL Points Predictor, FPL Fixture Difficulty, & FPL Team Rater
- Edited and published 750+ articles on football

#### Paid Contributor (Content Writer)

Aug '24 - Dec '24

#### Fansided (BVB Buzz)

Remote Work

I have written the three articles below during my brief stint as a paid contributor for BVB Buzz :

- How can Borussia Dortmund overhaul their porous defence?
- Pascal Groß: A key cog in Nuri Sahin's midfield at Borussia Dortmund
- A look into Emre Can's struggle at Borussia Dortmund

(<https://bvbbuzz.com/author/psahu>)

#### Junior SEO Executive

Apr '22 - Jul '24

#### Squad Technologies Pvt. Ltd.

Ahmedabad

I worked on below areas while managing multiple projects during my time at the Company:

- Competitor Analysis
- On Page Suggestions to Improve Websites
- Technical SEO Suggestions
- Maintaining and Creating Local Business Listing Profiles
- Website Audit Report Creation
- Familiarity with Working of Major Tools such as SEM Rush, Google Analytics (GA4)
- Keyword Research

### INTERNSHIPS

#### Social Media Lead

Dec '21 - Mar '22

## IT Consulting & Services

Bhilai, Chattisgarh

- Monitored the company's LinkedIn, Facebook and Instagram pages and created content for them
- Fetched emails of the potential clients across different business sectors using the tools Snov and Apollo
- Created content for sending business proposal emails to potential clients
- Used tools like Ubersuggest and seobility.net to find out appropriate keywords and to optimise the websites

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## EDUCATION

### Post Graduate Diploma in Football Management

Sep '24 - Aug '25

#### WIFA SkillNation (Western Indian Football Association)

### Post Graduate in Digital Marketing and Communication

Dec '20 - Sep '21

#### UpGrad(in collaboration with MICA)

*Specialisation in Social Media and Content Marketing, Branding and communication.*

### BBA (hons.) in Marketing

Jul '13 - Sep '17

#### Pandit Deendayal Petroleum University

Gandhinagar

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## PROJECTS

- **Social media live marketing project in the form of a Facebook ad campaign.**
  - Increased brand awareness of the website with a reach of 91232 people and 1511 link clicks in the duration of 5 days.
- **Search engine Marketing (SEM) live project in the form of Google search ads and display ads campaign.**
  - Increased brand awareness of the website on search campaign with 62 clicks, 1382 impressions, 4.49% CTR and Rs. 8.18 of average CPC.
  - Increased brand awareness of the website on display campaign with 115 clicks, 12114 impressions, 0.95% CTR and Rs. 11.36 of average CPC.
- Did a case study on a paediatrics-related brand called **KidMedics**, where the task was to design a **brand awareness campaign** to increase the awareness of the brand in India and also focus on app-users retention.
- Did a case study on **AXIS Bank**, in which, based on the given problem statement, one task was to design a brand engagement strategy where the aim was to increase the brand awareness of Forex cards and another task was to identify the brand image, brand identity and brand personality of the bank.
- **Viral Marketing through Social Media (Thesis)**
  - The concept and role of awareness in viral marketing
  - The significance of social media tools in consumer buying behavior

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## CERTIFICATIONS/TRAINING

- **Udemy:** The Complete Digital Marketing Course
  - Post-graduate certification in "**Digital marketing and communication**" from UpGrad in collaboration with MICA
  - Certificate of completion in "**Growing business with Facebook**" from UpGrad in collaboration with Facebook
  - Post-graduate certification in the specialisation "**Social Media and Content Marketing**" and "**Branding and Communication**" under the "Digital Marketing and Communication Program" from UpGrad in collaboration with MICA.
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