

VIKAS SHRIVASTAVA

Digital Marketing | Performance Marketing | AI-Driven Growth | SaaS & eCommerce

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PROFESSIONAL SUMMARY

Results-oriented Digital Marketing Specialist with **4+ years of experience** in SEO, ecommerce growth, performance marketing, and CRO. Proven track record of managing and optimizing **1,000+ websites**, primarily on Shopify, delivering measurable improvements in traffic, rankings, and conversions. Expert in **Technical SEO, AI/LLM Search Optimization, and Paid Advertising (Google, Meta & Bing Ads)**. Promoted **5 times** from SEO Executive to Digital Marketing Team Lead, mentoring **7+ team** members and building scalable marketing systems.

WORK EXPERIENCE

Digital Marketing Team Lead

ITGeeks Technologies Pvt. Ltd. - Dewas, Madhya Pradesh

Oct 2021 – Mar 2026

Progression: *SEO Executive > SEO Team Lead > Sr. SEO Team Lead > Sr. Digital Marketer > Digital Marketing Team Lead*

- Directed **end-to-end digital marketing strategy** for **1,000+ Shopify websites across diverse business niches**, ensuring consistent performance, growth, and cross-channel alignment
- Drove **cross-functional collaboration** with Sales, Development, and Support teams, contributing to **200+ lead conversions**, and owning **complete project lifecycle management from client acquisition to final delivery and execution**
- Executed **advanced technical SEO audits**, resolving issues in crawlability, indexing, Core Web Vitals, structured data, and ADA compliance, while improving **site performance, E-E-A-T signals, and organic visibility**
- Planned and executed **data-driven SEO strategies**, including keyword research, content planning, and ranking campaigns aligned with **business goals, user intent, and E-E-A-T principles**, driving growth in **organic traffic, conversions, and revenue**

- Managed and optimized **Google, Bing, and Meta Ads campaigns** with a focus on **ROI, ROAS, and customer acquisition**, improving **conversion rates, reducing CPC, and increasing AOV across eCommerce and SaaS funnels**
- Conducted **CRO and UI/UX audits** using analytics and user behavior insights to optimize **conversion funnels, user journeys, and landing pages**, resulting in improved **conversion rates, AOV, and overall revenue performance**
- Owned **full-cycle SEO migrations** (CMS to Shopify, redesigns, theme upgrades) from project initiation to post-launch optimization, maintaining **ranking stability and ongoing SEO performance without loss**
- Built **scalable SOPs and workflows**, and led **project & campaign planning with KPI-driven strategies**, ensuring consistent execution, team efficiency, and performance tracking
- Contributed to the development and growth of **ITGeeks SaaS product (Account Editor and Easy Subscriptions)** by providing marketing, UX, and user acquisition insights. Managed the **company website and social media channels** to strengthen brand visibility, engagement, and overall digital performance.

Key Achievements

- Promoted **5** times within **4+** years based on consistent performance and leadership
- Successfully managed and scaled **1,000+** eCommerce websites
- Mentored **7+** team members into senior and lead roles
- Delivered zero-loss SEO migrations with stable rankings post-launch
- Improved organic traffic and conversion rates through structured optimization strategies

Customer Relationship Executive

HDFC Bank - Indore, Madhya Pradesh

2019 – 2021

- Provided financial advisory and handled customer relationship management
- Analyzed financial products and matched client requirements to appropriate solutions
- Developed strong data analysis, reporting, and professional communication skills

SKILLS

SEO & Optimization: Specialized in **Shopify SEO, Enterprise-Level Technical SEO, and AI-Powered Search Optimization**, with expertise in **Core Web Vitals, Schema Markup, Crawl & Index Management, Keyword Strategy, Search Intent Mapping, SERP Analysis, and Full-Scale SEO Audits**. Successfully delivered sustainable growth in **organic traffic, E-E-A-T signals, conversion rates, and business revenue** through data-driven SEO strategies.

Performance Marketing: Managed **multi-channel paid campaigns (Google, Meta, Bing, LinkedIn, Native (Outbrain & Taboola) Ads)** with full-funnel strategy, including **campaign planning, audience targeting, bidding optimization, and conversion tracking**, driving improvements in **ROAS, ROI, CAC, and AOV across eCommerce and SaaS funnels**

AI & Automation Expertise: Experienced in utilizing **Generative AI and Marketing Automation tools** including **ChatGPT, Claude, Gemini, Perplexity, Surfer SEO, and Jasper AI** to streamline **content creation, SEO operations, keyword intelligence, campaign execution, and performance analysis**. Proven ability to drive **operational efficiency, faster execution, improved decision-making, and measurable marketing ROI** through AI-powered strategies.

Analytics & Tools: Google Analytics (GA4), Search Console, Tag Manager, Merchant Center, **Looker Studio**, Bing Webmaster Tools, Excel - conducting **advanced analytics, KPI tracking, and data-driven performance analysis** to optimize **ROI, user behavior insights, and marketing effectiveness**

Email Marketing: Campaign Setup & Automation, Segmentation & A/B Testing, Bulk Campaign Management

Digital Platforms & Growth Marketing: Expertise in managing and optimizing digital growth across **Shopify, WordPress, Wix, Squarespace, Custom CMS, Amazon Marketplace, eBay, and Etsy**. Proven success in driving scalable growth for **B2B, B2C, D2C, SaaS, and eCommerce businesses** through integrated **SEO, Performance Marketing, CRO, and Marketplace Optimization** strategies, resulting in increased **traffic, conversions, customer acquisition, and business revenue**.

Local SEO: Google Business Profile (GBP) Optimization, Local Citations, NAP Management, Google Maps Ranking, Local Keyword Research, Reputation Management, and Multi-Location SEO, driving increased local visibility, leads, and customer acquisition.

Leadership: Team Management & Mentoring, SOP Creation, Process Optimization, Cross-functional Collaboration.

Business, Collaboration & Project Management Tools: Proficient in **Google Workspace (Docs, Sheets, Slides, Drive), Microsoft Office Suite (Excel, Word, PowerPoint), Canva, Slack, Basecamp, Jira, Trello, Asana, Notion, Zoom, and Microsoft Teams**. Skilled in leveraging productivity and collaboration platforms for **project management, reporting, workflow optimization, team communication, stakeholder management, and data-driven decision-making** in remote and cross-functional environments.

E D U C A T I O N

Bachelor of Engineering - Electrical & Electronics Engineering

Mahakal Institute of Technology, Ujjain (M.P.)

2012 – 2016

Higher Secondary (12th)

Madhya Pradesh Board

Secondary School (10th)

Madhya Pradesh Board

CERTIFICATIONS

- Google Analytics 4 (GA4) Certification
- Google Ads Certification
- SEO & Digital Marketing Certifications
- Ongoing Professional Development in AI Marketing, LLM Optimization, CRO, and Growth Marketing

ADDITIONAL INFORMATION

Date of Birth: 29 August 1994 | **Location:** Indore / Dewas, India | **Availability:** Open to remote & global opportunities