

BILAL PUNASIYA

SEO/DIGITAL MARKETER

CONTACT

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SKILLS

- Google SEO, Bing SEO
- E-Commerce SEO
- Local SEO
- ON-page, Off-Page & Technical SEO
- Answer Engine Optimization (AEO)
- Social Media Marketing
- Content Marketing
- CRO
- Leadership
- Performance Marketing
- Project Management
- Client Management
- Communication
- Problem Solving

TOOLS

- Google Analytics (GA4)
- Google Search Console (GSC)
- GMC & Bing Shopping
- Google Tag Manager (GTM)
- Google Keyword Planner
- SEMrush, Ahrefs
- Keyword Everywhere
- Screaming Frog
- MS Clarity, Hotjar
- Looker Studio, Agency Analytics
- Brightlocal
- Buffer, Hootsuite
- Writesonic, Vertex AI
- Notebook LM
- ChatGPT, Perplexity, Gemini
- Canva

LANGUAGES

Gujarati
Hindi
English

PROFILE

Results-driven Senior SEO Executive with 5+ years of expertise in eCommerce, Local, and Traditional SEO. Skilled in technical SEO, CRO, and AI-driven strategies. Proficient in GA4, GSC, and SEO tools. Proven success in boosting traffic, revenue, and leads for diverse industries. Strong in client management, team leadership, and data-driven decision-making.

WORK EXPERIENCE

SEO/Digital Marketing Expert

Bliss Web Solution Pvt Ltd Dec 2022 - Present

- Manage 16 SEO and local SEO projects and develop and execute SEO strategies of SEO and Local SEO to enhance website performance, including revenue, traffic, leads, and engagement.
- Lead and mentor junior SEO teams, providing guidance on best practices and resolving technical and strategic challenges.
- Collaborate with developers (WordPress, Shopify, BigCommerce, Magento) to fix technical SEO issues and optimize site functionality.
- Improve Conversion Rate Optimization (CRO) using data-driven insights to enhance user experience and business outcomes.
- Analyze performance using GA4, GSC, and SEO tools to identify trends, troubleshoot issues, and create advanced strategies.
- Manage eCommerce SEO, Local SEO, and Traditional SEO initiatives, delivering tailored solutions for diverse industries.
- Client communication and update and leverage AI tools for SEO to refine strategies, optimize content, and achieve superior results.

Key Achievements

- Managed 16 projects and Increased website traffic and revenue by 30% through data driven strategic SEO and CRO efforts.
- Enhanced team efficiency by streamlining workflows and implementing advanced SEO processes.
- Resolved complex technical SEO issues, improving site performance across multiple platforms.
- Integrated AI tools into SEO strategies, resulting in [e.g., faster content creation, CRO and OFF-page activities and report analysis].

SEO/Digital Marketing Specialist

Freelancer May 2020- Aug 2022

- Boost digital presence for technical and e-commerce sites through SEO audits, generating 10-20 monthly leads and 10k+ organic traffic.
- Drive engagement and growth via content marketing, social media strategies, and compelling Canva graphics/videos.
- Lead successful paid campaigns on Google and social platforms to increase leads and traffic.
- Expertise in off-page SEO, high-quality backlinks, and leveraging Pinterest for brand visibility.
- Deliver actionable insights through audit reporting and client communication via email and face-to-face meetings.

SEO/Digital Marketing Executive

Global Web Soft Pvt Ltd

Dec 2018 - May 2020

- SEO/Digital Marketing Executive with comprehensive digital marketing expertise.
- Proficient in Social Media Marketing (SMM), including Google AdWords and Facebook ads.
- Expert in Local SEO and Technical SEO, enhancing website visibility and rankings.
- Skilled in generating SEO Audit Reports, offering insights and actionable recommendations.
- Up-to-date with the latest trends and best practices in digital marketing.
- Excel in creating and executing engaging social media campaigns for engagement and conversions.
- Adept at guiding teams, emphasizing strong leadership and measurable results.

Jr. SEO/Digital Marketing Executive

Brainvire Infotech

Oct 2016 - Nov 2018

- **Jr. SEO/Digital Marketer:** Drove lead generation with advanced ON-Page and OFF-Page SEO.
- **Technical & E-commerce SEO:** Boosted online presence and website performance.
- **SEO Audits & Reporting:** Delivered regular insights for website improvements.
- **Social Media Marketing:** Engaged audiences with effective social media campaigns.
- **Keyword Analysis:** Identified opportunities for organic growth.
- **SEO Tools Expertise:** Leveraged tools like HotFrog, Moz, Ahrefs for data-driven strategies.

TECHNICAL SKILLS:

- **GTM Tracking:** Configure different events through GTM to track conversions, form submissions, phone calls, third-party applications, and integrate with Facebook Ads and Google Ads
- **Reporting:** Create advanced, data-driven reports for clients using Looker Studio and Agency Analytics, incorporating detailed graphs for eCommerce, Google Ads, lead generation, social media, and Local SEO on a weekly, monthly, and quarterly basis
- **SEO Strategy:** Added a dedicated point for creating strategies to improve traffic, engagement, and leads, aligning with your role.
- **Schema & AEO:** Added schema markup for Google AI Overview and Answer Engine Optimization (AEO) to reflect modern SEO practices.
- **AI Agents:** Deployed AI agents for automated reporting and basic SEO tasks, including keyword research and content optimization.
- **Developer Tools:** Managed blogs, metas, and headers from the backend of Shopify, BigCommerce, WordPress, and Magento, optimizing crawl errors and site speed.

EDUCATION

Computer Engineering

June 2016

Government Engineering College, Gandhinagar, Sec-28

DECLARATION

I do hereby declare that the above information is true to the best of my knowledge.

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