

NOUSHAD A K

SEO Specialist

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PROFESSIONAL SUMMARY

SEO specialist with 3 years of hands-on experience in SEO and digital marketing, including 2 years in the IT industry working with B2B ERP-based products across School ERP, Business ERP, and e-commerce. Skilled in developing and executing on-page, technical, and off-page SEO strategies, with a strong focus on keyword research, website audits, content optimisation, and improving organic search visibility. Well-versed in emerging SEO practices such as AEO and GEO, and proficient with Google Analytics, Google Search Console, WordPress, Elementor, and basic HTML/CSS. Experienced in managing SEO and digital marketing activities for a Dubai-based client, Aqualand Aquarium & Pet Foods, supporting its online visibility and growth in the UAE market.

TECHNICAL SKILLS

SEO (On-page & Off-page, Local SEO, Technical SEO, SEO Audits), Keyword Research, AEO & GEO, SXO, Social Media Marketing (SMM), Meta Ads Campaigns, Pay-Per-Click (PPC), SEO Content Writing, Email Marketing, WordPress Web Development, SEO & Analytics Tools (Google Analytics, Google Search Console, Semrush, Ubersuggest, Ahrefs, Screaming Frog, Moz, Etc..), Competitor Analysis, Basic HTML & CSS for SEO, Basic Design (Canva)

PROFESSIONAL EXPERIENCE

Digital Marketing & SEO Specialist | Codesap Technologies, Cyberpark, Calicut

Aug 2024 - Present

- Implement on-page and off-page SEO strategies to improve organic visibility and search rankings.
- Conducted keyword research and implemented SEO recommendations across website content and pages.
- Monitor website and campaign performance using Google Analytics and Google Search Console to identify opportunities for organic and digital growth.
- Design and execute Meta Ads and PPC campaigns to drive brand awareness and lead generation.
- Analyze SEO performance metrics and search visibility to support data-informed optimization decisions.

Digital Marketing Executive | Farstay Hospitality & Tourism

Aug 2023 - Jul 2024

- Managed on-page and off-page SEO to strengthen search presence.
- Planned and ran Meta Ads campaigns to support lead generation and brand visibility.
- Handled social media marketing and website management.

Digital Marketing Fresher | Soften Technologies, Kochi

Mar 2023 - Aug 2023

- Supported on-page and off-page SEO initiatives.
- Created and managed Meta Ads campaigns.
- Assisted with SMM and website handling.

Digital Marketing Intern | Aabasoft Technologies, Infopark, Kochi

Dec 2022 - Feb 2023

- Handled SEO activities including keyword research, on-page optimization, and backlink building.
- Created Meta Ads and PPC campaigns to generate leads and build brand awareness.
- Contributed to SMM efforts and Canva-based design assets.

EDUCATION

Bachelor of Arts - University of Calicut, 2019

EMEA Arts & Science College, Kondotty, Malappuram

CERTIFICATIONS

- Digital Marketing Course - Soften Technologies, Kochi
- Foundations of Digital Marketing & E-Commerce - Google, via Coursera
- Web Development (WordPress) - Nest Soft Technologies, Kochi
- Advanced SEO Master Course – Clear My Course, Kochi