Sanjay Mehra

DIGITAL MARKETING, SEO & PPC SPECIALIST

ABOUT

Digital marketing specialist with 10+ years of experience driving traffic, engagement, and revenue through data-driven strategies. Experienced in executing high-impact campaigns, optimising websites, and leveraging modern marketing technologies to deliver measurable growth across diverse industries. Known for staying ahead of evolving digital trends and consistently delivering results that help businesses exceed their goals.

CONTACT

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EXPERTISE

- Content Strategy ★★★★
- SEO & UEO ★★★½
- Analytics, GTM, GA4 ★★★½
- SMM & Design ★★★½
- Marketing Automation ★★★½
- Communication ★★★★
- Local SEO ★★★★

WORK EXPERIENCE

Senior Search Engine Optimization Specialist

(Jan 2025 - April 2026) Freelancing WFH

As a Sr. SEO Specialist, I lead marketing strategy, oversee digital projects, and coordinate with the development and marketing teams to drive growth, improve website performance, and support new client acquisitions.

- Manage marketing projects and supervise the Jr Digital Marketing Analyst to ensure effective campaign execution.
- Guide the WordPress development team on website builds, migrations, strategy implementation, and CRM integration.

Technical SEO Analyst

(May 2024 - Dec 2024) E2M Solutions

Led technical SEO initiatives, including site migrations, audits, and performance optimisation to improve search visibility and rankings. Collaborated with developers and content teams to enhance site architecture, fix crawlability and indexing issues, and implement structured data and Core Web Vitals improvements aligned with broader marketing goals.

- Managed complex website migrations, ensuring minimal traffic loss and smooth transitions.
- Conducted comprehensive technical SEO audits to identify and fix indexing, crawlability, and performance issues.
- Led and coordinated a team of SEO specialists while developing and executing SEO roadmaps aligned with business objectives.

Sr. Digital Marketing Specialist

(Mar 2021 - Jul 2023) KrishaWeb Technologies

Led UEO & Inbound Marketing strategies to drive engagement and conversions.

- Developed and executed content strategies to enhance brand visibility and audience engagement.
- Optimized user experience and SEO to improve organic traffic and lead generation.

Search Engine Optimization Team Lead

(Jan 2016 - Mar 2021) Applen Solutions

Oversaw the digital marketing department, setting strategic direction and managing a team of marketers.

- Led SEO strategies and team operations, improving search rankings and organic traffic.
- Managed on-page, off-page, and technical SEO to enhance website visibility and performance.

EDUCATION

Course	Year Passed	College	City
MCA	2016	MIT	Pune, MH
BCA	2013	T N RAO	Rajkot, GJ

CAREER GROWTH

My career trajectory, is a testament to the growing expertise and value I bring to the realm of digital marketing. The diverse array of tools and platforms showcased here represents the vast landscape of my professional toolkit. From SEO optimization with Semrush to strategic project management with Asana, each tool has honed a facet of my digital marketing acumen.

In the ever-evolving digital space, I have not only kept pace but have actively sought to predict and prepare for its shifts. This is reflected in my commitment to ongoing learning and future-focused skill development. The tools I am currently mastering, and those I aim to adopt, signify my dedication to innovation and excellence in digital marketing.

I BELIEVE...

Any place, portal or platform is a marketing opportunity if you are desperate enough.

MY MOTTO

Deliver Digital Experiences that
Engage, Convert, and Retain.

BLOGS I LIKE

Google Search Central, Matt Digity, Backlinko & SearchEngineJournal

FAVOURITE QUE

Is SEO Dead In _____ (Year)?

AWARDS & RECOGNITION

- 2 Awards For Outstanding Content Strategy.
- Multiple 5-star client reviews and manager feedback for project management and meeting deadlines.

Marketing Tools	Trackers
Semrush	HotJar
AHREF	MS Clarity
Screaming Frog	**Content Tool**
ChatGPT - Prompt Engg	Clearscope
HubSpot	Copyleaks / Copyscape
MailChimp	Jasper
Canva Pro	Writesonic
Project Mgmt	**Marketing Framework**
Slack	Marcus Sheridan - ImpactPlus
Basecamp	Donald Miller - Story Brand Building
Trello	**Ongoing Learning**
Asana	Zapier
Custom Prop MIS	GA4 Pro
	Agile, Scrum & Project Mgmt By Google

Web Development (Basic)	Dream Tool	Future Learning
WP: Elementor / Plugins	Surfer SEO	Human Psychology
WIX / Shopify	Screaming Frog	WordPress Automation For Marketing

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