

Anisha Chaudhari

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Work Summary

- Results-oriented Certified Project Manager (PMP) with over eight years of total experience in the domain of entrepreneurship, digital marketing, project management, search engine optimization, including brand marketing, content marketing, content strategy, social media marketing, business development, strategic thinking, product management, and client relationship management.
- Seasoned SEO specialist with 7 years of experience building growth strategies and performing audits focused on on-page, off-page, and technical SEO to drive revenue for high-paced SaaS & PaaS companies via organic traffic growth and achieve quarterly set KPIs.
- Created and managed account budgets, quarterly KPIs, and customer timelines efficiently. Strong presentation skills to promote business development and sales through research, audits, and proposal development, and client relationship management.
- Digital marketing strategist & SEO strategist with solid experience in facilitating a successful customer journey through heat mapping and planning, and improving visual information and content flow on website internal architecture - structure through heat mapping, measurement, basic knowledge of HTML, and Google Analytics.
- Articulate communicator possessing superior leadership, written, and verbal skills with an innate ability to interact effectively with people of various cultures.
- Proficient in using MS Office (Excel, PowerPoint, and Word). Excellent customer relationship skills are critical when working with people internally and externally.

Professional Certification

- Disciplined Agile Certification 2023
- Brainstation Diploma in Data Analytics, 2022
- National University of Singapore, NUS Diploma in Digital Marketing Strategies & Framework Digital, 2021
- Project Management Professional, PMP Certification Number (2818541), 2020
- Digital Marketing Institute, DMI Certified Diploma in Digital Marketing, 2018

Education

- Master's in Commerce in Management from the University of Mumbai, India, 2012,
- Bachelor of Commerce in Banking & Insurance from the University of Mumbai, India, 2010

Core Competencies

Project Management | UX Designing & Wireframing | Leadership | Google Analytics | Competitor Analysis & Research | Technical SEO | Content Expert | Visual & Content Branding & Marketing | SEO Optimization & Strategy Content Marketing | Data Analysis | Data Visualization | Off-Page SEO | Data Automation | Link Building | Client Relationship Management

Senior SEO Customer Success Manager

Dec 2024 – Present

LinkGraph (B2B)

Work Experience

- Leading a team of 6 SEO and content strategists while reporting to the Director of Operations to manage 30 healthcare and rehabilitation clients and managing 1.2 million plus in ARR revenue generated.
- Client Portfolio: Healthcare: Hawaii Island Recovery, Healing Springs, Red Rock Recovery, Thrive Treatment, Alpha Behavioral Health, Exclusive Hawaii Island, Bright Mission Recovery, LifeSpring Home Nutrition, Borden Cottage, Driftwood Recovery, Plum Creek Recovery, Profound Treatment, Legacy Outdoor Adventures, Desert Willow Wellness, Alleva, Ocean View, Prospect Hill Recovery, Stairway Recovery, Wisconsin Wellness.
- Managing and creating holistic SEO strategies that combine local SEO, link-building efforts, technical monitoring, technical audits, content strategies, conversion rate, and blog optimization.
- Creating and executing 90-day plans to manage client buy-ins, monthly performance presentations, and tracking conversion metrics
- Organising and project management for the clients through Hubspot, Slack, Jira, and Asana. SEO Tools: Screaming Frog, Ahrefs, Search Atlas, Semrush, Looker Studio, Google Analytics, Google Search Console, GMB, GTM, and Zapier.
- Successfully helped clients like HIR & EHR create and launch a video content strategy through YouTube to showcase increased organic traffic to the website. Healing Springs saw a monthly 50 % organic marketing lead growth, and Alpha Behavioral and Ocean View tracked a 150% increase in organic traffic monthly. Alleva, Driftwood, and Borden Cottage have seen a strong surge in organic authority via consistent link-building strategies, heat mapping, and increased local SEO visibility and presence.

Senior Seo Strategist

Dec 2023 – Dec 2024

Nav43 (B2B)

Work Experience

- Served as an integral part of the leadership team, recommending strategy and approach to drive innovation and exceed organizational expectations. Owning the hiring & training of new content writers and freelancers to create an agile team to execute editorial strategies.

- Defining and building Content audits using keyword lists based on clients' objectives and market opportunities, using a mix of proprietary GSC, GA4, Analytics data, and Search PPC data. Using architecture site mapping and heat mapping to perform keyword research to identify gaps and new opportunities, preparing and executing on-page optimization strategies and content briefs to achieve organic visibility for our clients.
- Preparing website technical audits to identify areas of concern (quick wins & long wins), prioritizing action items, and producing user stories for development agile sprints. Reviewing website server logs, crawl reports, and analytics reports to develop strategies to improve crawl budget and indexation.
- Working with a cross-functional team of product managers, UX, content, and web developers to champion and adhere to all SEO best practices. Reviewing web analytics data to provide feedback to our internal team on performance, and to analyze visitor behavior and trends to come up with next steps
- Staying on top of the latest search marketing trends, sharing findings and resources to help the team and management consistently, and helping to collaborate with client revenue teams and internal and client teams to achieve KPIs.
- Organizing and participating in client presentations and decks, delivering reporting of account performance, providing insightful analysis/trends, recommendations, and opportunities to meet goals and KPI's
Utilizing SEO-rich media research tools (SEM Rush, Similar Web, GSC, GA4, Looker, etc.) and resources to tell the client's story.
- Successfully helped client App in the Air reach a milestone success performance by an increase in active users from 1.8k to 10.5k in 7 months, increased app store conversions from 3.2k to 10.8k, and increased sessions up to 30k per month. After amplifying the new content strategy, AITA saw an uptick in overall impressions to 50k.
- Created a holistic content strategy for Immigration Canada to increase the monthly impressions from 1,074,152 (1 million) to a 20% increase in overall website engagement, interlinking, and content structuring. The website was multilingual (Russian, Spanish, French & German) and needed a technical roadmap for Hreflang execution. Helped the founder, Colin Singer, build an SEO focused internal team of content writers as additional support.
- Created and evolved deliverables such as content audits, gap analysis, content maps, content hierarchies, and customer journeys to help clients succeed with their content goals. Guiding the content writers through in-depth content brief creation and execution, resulting in an increase in traffic for brands like Immigration.Ca, App in the Air, Fuwa Fuwa Japanese Pancakes, ATV Farms & GEO Earth Organics.
- Worked closely with the Marketing director for App in the Air to devise an ASO optimization strategy and plan for App Store, Samsung Galaxy Store & Google Play store to help increase brand awareness by 75% and CRO by 55% in 6 months.

Growth Marketing Manager

January 2022 –Dec 2023

Top Agency (B2B)

Work Experience

- Managed a global team of growth SEO associates to create and establish agile seo experiments and strategies to support lead generation efforts for TOP Agency. Expertise in Technical SEO, off-page SEO, identifying link building opportunities, and on-page content optimization to implement strategic seo experiments focused on maximizing organic website traffic for agency lead generation.
- Monitoring and setting SEO KPIs to track full funnel metrics through Google Tag Manager. Creating and optimizing efforts to improve SEO rank through content-driven experiments to deliver maximum results and optimize the internal link architecture of the website. Using Salesforce to collect MQL / SQL lead information and reporting to track weekly KPIs.
- Creating, managing, and assisting with the execution and growth of the experiments on Airtable. Proficiently created multiple SEO growth experiments, which increased the quarterly (Q1) MQL leads by 25% (Q2) by 37.4%.
- Coordinating and managing all content marketing initiatives, including lead generation campaigns (playbooks, e-books) and SEO (content strategy and blog strategy), to increase overall organic traffic and impressions and generate leads for the core business service units. Monitoring the publishing and updating of new content through WordPress.
- Creating SEO keyword research/query ranking reports to track changes in keyword position through a weekly presentation. Platforms used are Ahrefs and Google Sheets. SEO reporting to track the progress of new website pages and keyword changes through SEMrush, AHREFS, and GSC, and setting up conversion goals through UTM parameter tracking and Google Tag Manager.
- Manage and create dynamic dashboards on Data Studio using GSC and Salesforce for data collection; these reports represent Top Agency's organic metrics and overall SEO health.
- Creating MQL lead tracking dashboards, pie charts, line graphs, and analysis to provide insight for the sales team. The CRM platform used is Salesforce. Experienced using Screaming Frog, SEMRush, MOZ, Ahrefs, GSC, Data Studio, Google Keyword Planner, Google Trends, Google Webmaster Tools, Google Page Speed Insights, WordPress, Google Excel Advanced, Monday.com, Jira, Slack, Figma, Salesforce, and Miro.
- Monitoring and executing on-page optimization concerning H1 headings, meta titles, descriptions, canonicals, URLs, internal link structures, etc.
- Maintaining the off-page backlink profile, focusing on increasing equity link juice for parent pages, checking on redirects, and broken links. Creating opportunities to improve the platform's credibility, focusing on SERP rankings and domain authority through the best SEO practices.
- Collaborated with the development website team to identify technical gaps like page speed optimization, mobile optimization, adding structured markup data, and CRO improvement opportunities.

Senior Growth Marketing Manager

Jan 2021 – December 2021

Tekhné Agency (B2B)

Work Experience

- Created digital branding and lead generation strategies for client acquisition through online social media. Developed robust lead generation and acquisition channels for B2B clients (using LinkedIn Campaign Marketing, Facebook Business Manager, Facebook Ads Manager, Paid Google Ads & LinkedIn Sales Navigator). Directly reported to the Co-founders.
- Focusing on online social marketing efforts (Facebook, LinkedIn, YouTube, Google & Instagram). Increased inbound client acquisition rate for MQL leads by 40% in 3 Months.
- Enterprisingly established & currently heading a new department focused on SEO strategy & optimization, content strategy, and social media marketing to enhance the company's current service offerings and client growth program. Heading and managing the new businesses and projects focused on lead/database management, scoring, and the lead lifecycle process.
- Proficiently created and executed website search engine optimization (SEO) strategies through on-page optimization, blog writing, and strategy, building off-page authority, keyword analysis & research, local SEO optimization (GMB & Bing), web optimization (GSC) through WordPress CMS to increase online organic traffic by 30% in 3 months.
- Coordinating and managing all digital marketing initiatives, including email marketing, lead generation campaigns (Webinars, E-Books), SEO (content strategy & creation), and social media marketing. Using automated marketing tools like Hootsuite.
- Increased the website traffic by 40% and reduced the bounce rate by 10% in 3 months through optimizing the website, heat mapping (Hotjar), Analytics (Google Analytics), and creating a holistic SEO strategy for on & off-page optimization.
- Extensive experience with software for data, tracking, and analytics, including SEMrush and/or Moz Pro, Google Analytics, Google Webmaster Tools, Google Keyword Planner, Google Page Speed Insights, Advanced Excel, MYSQL, Hotjar, Miro, and Tableau.

Digital Strategy / Growth Manager

Aug 2019 – March 2020 (B2B)

Performics

Work Experience

- Supervised & managed the business growth team to create an optimal digital media strategy and content plan for clients to provide a product roadmap & achieve maximum digital growth results. Directly reported to the CEO and Associate Vice President.
- Expertly achieved set KPI's by increasing B2B client prospecting & conversion by 30% over 8 months. Used Salesforce to manage client growth & acquisition.
- Created content strategies and website optimization with tools like SEMRUSH, Ahref, Google Search Console (GSC), FB Ads Manager, Google Ads (Search, Display & Video), Google My Business (GMB), Google Analytics, Google Keyword Planner, Salesforce, Google Tag Manager (GTM), Google Data Studio & Screaming Frog.
- As a project manager, managed & led a team of 4 associates, using tools like Airtable, Miro, and Trello, maintaining a Kanban-style approach to create a path of team success. Client portfolio includes: L'Oréal Paris, L'Oréal Professional, Harappa Education, Fresh to Home, DesiVDesi, Future Generali Life Insurance (FGLI), Mondelez International, Republic TV, TikTok, Blender Pride & Reliance Smart Money
- Launched the Performics India website design successfully before the scheduled timeline in 2 months, showing an increase in qualified lead generation by 50% & optimizing the

website's on-page content and user experience to improve the organic SERP ranking and customer retention through Hotjar and Sketch. Maintained and created a robust work collaborative approach with various teams involved in the website launch project.

Associate Brand Director

Jan 2019 – July 2019 (B2B)

L&K Saatchi & Saatchi

Work Experience

- Supervised and managed daily operations across all integrated communication & digital media campaigns. Coordinating between internal teams & external stakeholders to plan and create strong branding campaigns across different verticals like social media, website content, UX wireframing, and offline content. Directly reported to the Vice President of Accounts.
- Planned, organized, and directed digitally integrated advertising campaigns for client "Future Generali Life Insurance" focused on creating effective landing pages to improve and exceed the KPI's for the in-house campaign "Papa's Health Asli Wealth" with an increase in online signups from 15% to 50% in 5 months.
- Ensured efficient communication with current clients on all platforms to analyze their needs and develop solutions accordingly. Effectively planned brand online activations, partner activations, and lead generation campaigns. Successfully managed a team of 6 (4 content writers & 2 visual designers).

Founder & Managing Partner

Apr 2015 – December 2018 (B2B & B2C)

Threads & Shirts

Work Experience

- As a leader, founder, and CEO, created the new product launches, product road map, user experience journey, and business plan for the brand. Setting up various departments for administration, digital marketing, offline marketing, direct sales, manufacturing of products, procurement & logistics departments.
- Effectively set up and managed the online technology for the website. Created strong earned, paid & organic channels through social media marketing, search engine optimization, content marketing, email marketing, local SEO, & google Ads. Focusing on social channels like Facebook, LinkedIn, YouTube, Google & Instagram to increase branding and sales conversions by 80% in 24 months. Knowledge of the internet's best practices, including usability, privacy, bidding, and rich media.
- Managed monthly campaign budget and spending rate, managed A/B landing page testing: the setup, quality assurance, and results record, developed SEM (paid search) ads, keywords, and pages on request.
- Successfully created a new website design focused on content and user flow experience (UI & UX) for the brand using tools like Sketch, Hot Jar, Mock Flow & Google Analytics, providing improvements on the website to see a reduction in bounce rate by 20%.

- Developed strategic offline marketing plans like corporate seminars and exhibitions to increase brand awareness & product sales. Increased offline customer store visits by 85% to 90 % annually for 36 months.