

SUBHAJYOTI KARMAKAR

SEO Executive | AI-Driven SEO Strategist | Organic Growth Specialist

Email: hello@subhajyoti.com

Website: subhajyoti.com

LinkedIn: [linkedin.com/in/subhajyoti-karmakar](https://www.linkedin.com/in/subhajyoti-karmakar)

Location: Siliguri, West Bengal, India

SUMMARY

Results-driven SEO professional with 4+ years of experience in driving organic traffic, improving search visibility, and generating qualified leads through data-driven strategies. Specialized in on-page, technical, and local SEO along with AI-driven search optimization. Proven ability to manage multiple high-value projects, lead teams, and deliver measurable growth across industries including education, travel, healthcare, and real estate.

EXPERIENCE

SEO Executive

Inspiria Knowledge Campus

Jan 2025 – Present | Siliguri

- Leading complete SEO strategy and digital growth initiatives for the institution
- Managing and mentoring a team of 4 digital marketing professionals
- Driving organic growth through advanced keyword strategy and technical SEO
- Implementing AI-based optimization frameworks for modern search engines
- Improving local lead generation via Google Business Profile optimization
- Enhancing UX, site structure, and performance for better rankings
- Increasing conversions through funnel optimization and landing page improvements
- Collaborating with content teams for SEO-driven content strategy

SEO Executive

Technogleam

Dec 2023 – Jan 2025

- Managed 13+ active client projects and 50+ total SEO campaigns
- Led a team and handled direct client communication and strategy
- Delivered SEO strategies across industries: travel, real estate, hospitality, education
- Conducted technical SEO audits (crawlability, indexing, site speed)
- Specialized in advanced Google Business Profile issue resolution
- Executed Meta Ads & YouTube Ads campaigns for lead generation
- Improved client ROI through targeted digital marketing strategies

Jr. SEO Executive

Technogleam

Jun 2023 – Nov 2023

- Managed complete SEO lifecycle for multiple client websites
- Improved organic traffic through on-page and local SEO strategies
- Built strong backlink profiles for improved domain authority

- Conducted competitor analysis to identify ranking opportunities
- Delivered monthly performance reports with actionable insights

SEO Assistant

Blue Minch

Apr 2023 – May 2023

- Performed SEO audits and implemented on-page optimization
- Managed Google Business Profiles and local citations
- Built backlinks to improve domain authority
- Used tools like Google Analytics, Search Console, Moz

SEO Trainee

Hexamaze Technologies

Nov 2020 – Aug 2021

- Built 450+ high-quality backlinks through off-page SEO
- Increased Domain Authority by up to +25 points
- Improved a client DA from 23 → 45 (+22 points)
- Assisted in keyword research and on-page optimization

Content Writer & YouTube Coordinator

Smartgalaxy Coaching Centre

Mar 2020 – Dec 2020

- Created 100+ educational scripts for YouTube
- Managed full YouTube channel operations
- Optimized video SEO (titles, tags, descriptions)
- Grew channel to 40K subscribers

KEY ACHIEVEMENTS

- Managed 40+ SEO projects across multiple industries
- Increased Domain Authority by +10 points (avg)
- Generated high-quality leads via SEO & ads campaigns
- Built 450+ backlinks for strong domain growth
- Achieved 20% growth in organic leads through data-driven SEO strategies
- Improved organic traffic & rankings for high-intent keywords
- Successfully handled team + client communication + strategy

SKILLS

SEO Strategy | Technical SEO | On-Page SEO | Off-Page SEO | Local SEO | Keyword Research with AI | Competitor Analysis | GBP Profile Optimization | Lead Generation | Conversion Optimization | Content Strategy | YouTube SEO | CRM Management | AI Tools for Content & SERP Analysis | AI-Driven SEO Strategy | AI Content Optimization | Programmatic SEO (Basic)

Tools & Analytics

Google Analytics | Google Search Console | Tag Manager | Google Trends | Ahrefs | SEMrush | Moz | Google Keyword Planner | AI Chat Bot (Gemini, Chat GPT, Perplexity, Claude, Grok etc) | Outrank | Semrush AI Tools | Canva AI

CERTIFICATIONS

SEO & Advanced Optimization

- SEO Fundamentals Course — Semrush (Greg Gifford)
- International SEO — Semrush
- Navigating On-Page & Technical SEO: Semrush Deep Dive
- SEO Certification — eMarketing Institute

Analytics, Tools & Platforms

- SEMrush Academy Certification — Semrush
- Google Analytics & Digital Marketing — Google Digital Garage

Local SEO & Beginner Foundations

- Google My Business Certification — Google
- SEO Fundamentals Training — Simplilearn
- SEO for Beginners — Great Learning

EDUCATION

MBA (Marketing)

Amity University Online (2025 – 2026)

BA in English

University of Gour Banga (2018 – 2020)

LANGUAGES

English (Professional) | Hindi (Professional) | Bengali (Native)