

Manikkavasagam V

Digital Marketing Executive

SEO · AEO · WEB DESIGN & DEVELOPMENT · B2B GROWTH

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PROFILE

Results-driven Digital Marketing Executive with 5+ years of experience driving organic growth, qualified traffic and search performance across B2B and international markets. Experienced in improving keyword rankings, technical site health and AI-search (AEO) visibility, combined with hands-on campaign management, analytics, website design and development, and team leadership. Adept at translating data into marketing outcomes that grow visibility, engagement and conversion.

EXPERIENCE

Digital Marketing Executive · Sierra ODC Pvt Ltd

Oct 2025 – Present

- Drive SEO strategy across priority international markets, improving organic visibility and qualified B2B traffic.
- Grew keyword rankings through search-intent analysis, content-gap identification and keyword opportunity mapping in Google Search Console, SEMrush and Ubersuggest.
- Improved AI-search (AEO) visibility by leading entity-based SEO and structured content initiatives across priority pages, strengthening topical authority.
- Optimised enterprise content — blogs, microblogs, case studies and solution pages — reducing keyword cannibalisation and improving internal-linking coverage.
- Resolved technical SEO issues — crawlability, indexation, canonicalisation, structured data and sitemaps — through audits, improving site health.
- Led URL mapping and redirect validation across website redesigns and migrations, keeping organic traffic close to pre-migration levels.
- Deliver performance reporting through Google Search Console and SEO platforms, converting insights into actionable initiatives each quarter.
- Manage and mentor the team, improving on-time delivery of SEO and content output.

SEO Analyst · Kudo Metrics Technologies

May 2024 – Aug 2025

- Built backlink profiles through guest posting and outreach, improving domain authority across client sites.
- Published SEO-focused content that lifted keyword rankings and user engagement.
- Grew niche-specific traffic through Reddit marketing and community engagement strategies.
- Improved organic visibility by optimising on-page elements — meta tags, internal linking and keyword placement.
- Resolved crawl errors and improved site speed, lifting mobile-friendliness scores.
- Tracked KPIs in Google Analytics and SEO tools, delivering reports that informed clients' strategic decisions.

Junior Outreach Executive · Stan Ventures

Jan 2022 – May 2024

- Delivered guest-posting campaigns from a 20,000+ website database, securing high-authority backlinks every month.
- Vetted sites for genuine organic traffic through a 100% manual review process, raising average referring-domain authority.
- Built relationships with bloggers through manual outreach, generating placements and brand mentions.
- Contributed to blog, social and email content, supporting an increase in overall engagement.

- Designed and executed campaigns with the SEO team lead, clients and content teams.
- Delivered a 20% increase in website traffic and a 15% improvement in conversion rates through end-to-end campaign management.
- Improved organic search rankings and visibility through keyword research and on-page and off-page optimisation.
- Analysed campaign performance in Google Analytics, providing insights that shaped overall strategy.
- Conducted competitor analysis and market research to identify growth opportunities.

KEY SKILLS

Keyword research & search intent

On-page SEO

Technical SEO

Site migrations

Website design

Web development

AEO & entity-based SEO

Topical authority

Semantic content strategy

Local SEO & Google My Business

Blogger outreach

White-hat link building

Analytics & reporting

Client communication

Project management

Team mentoring

EDUCATION

Master of Business Administration · 2018 – 2020
Sri Ramakrishna Institute of Technology

B.Sc · 2015 – 2018
Karpagam Academy of Higher Education

TOOLS

Research & SEO	Semrush, Ahrefs, Moz, Ubersuggest
Outreach & local Analytics	Mailshake, Google Business Profile Google Analytics, Google Search Console
Automation & AI	n8n, Microsoft Power Automate, ChatGPT, Claude
Web development	XAMPP

CERTIFICATIONS

Prompt Engineering for ChatGPT
Great Learning Support

Digital Marketing
HubSpot Academy

Become an AI-Powered Marketer
Semrush

Email Marketing
HubSpot

Entrepreneurship for Everyone
Indian Institute of Management, Bangalore

Digital Marketing
Qtree Technologies, Coimbatore