



Sonali Soni

SEO & Digital Marketing Specialist

Results-driven SEO and Digital Marketing Specialist with over 2+ years of hands-on experience in technical SEO, on-page and off-page optimization, and content strategy — delivering a 20x increase in organic traffic and 300% growth in qualified local leads.

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🌐 sonaliranklab.com

CORE SKILLS

SEO & Analytics Tools: Google Analytics 4 (GA4), Google Search Console (GSC), SEMrush, Ahrefs, Screaming Frog, Google Tag Manager (GTM)

Core SEO Expertise: Technical SEO, On-Page SEO, Off-Page SEO, Local SEO, Conversion Rate Optimization (CRO)

Content Marketing & Outreach: Content Strategy, Backlink Building, Digital PR, Guest Posting Campaigns

Keyword Research & Optimization: Advanced Keyword Research, SERP Analysis, Competitor Research

Structured Data & Enhancements: Schema Markup, Rich Snippets, Structured Data Implementation

Website & Technical Skills: WordPress Development, HTML, CSS Optimization

Social Media Marketing: Content Planning, Campaign Execution, Engagement Strategies

PROFESSIONAL EXPERIENCE

SEO & ASO Executive — Dec 2025 - Aug 2026

Chinmay Finlease, Ahmedabad

- Managed SEO and ASO strategies for the company website and mobile application, focusing on organic visibility, search rankings, traffic, and user acquisition.
- Conducted keyword research, competitor analysis, search intent analysis, and keyword mapping to identify growth opportunities across finance-related search terms.
- Performed comprehensive website audits covering technical SEO, on-page SEO, content, indexing, crawlability, internal linking, and website performance.
- Developed and executed on-page and off-page SEO strategies to improve organic search visibility and keyword rankings.
- Built and managed high-quality backlinks for finance-related websites through relevant link-building and digital PR activities.
- Planned and executed digital PR campaigns to improve website authority, online visibility, brand presence, and referral traffic.
- Researched and evaluated advertising platforms and acquisition channels for mobile application promotion and user acquisition.
- Developed multiple SEO strategies based on search performance, keyword trends, competitor activity, and Google Search Console data.
- Improved Google Search Console performance by achieving a 30% increase in clicks and a 50% increase in impressions through SEO optimization strategies.
- Used Google Analytics 4 (GA4) to analyze organic traffic, user behavior, acquisition channels, and traffic from emerging search and AI-driven sources.

- Monitored and analyzed traffic from Large Language Models (LLMs) and AI-powered search experiences to identify new organic growth opportunities.
- Implemented Generative Engine Optimization (GEO), AI Optimization (AIO), and App Store Optimization (ASO) strategies to improve visibility across AI search results, AI Overviews, search engines, and app platforms.
- Optimized website and application content based on search intent, entity relevance, keyword opportunities, and evolving AI search behavior.
- Collaborated on SEO, ASO, content, digital PR, and acquisition initiatives to support overall organic growth and online visibility.

SEO Executive — Oct 2024 - Nov 2025

Media NV — Digital Marketing and Software Development Agency, Ahmedabad

- Spearheaded a complete website redesign strategy, focusing on SEO-friendly site structure, intuitive layout, and smooth user flow.
- Enhanced site architecture and navigation hierarchy, strengthening internal linking and achieving a 120% surge in organic traffic.
- Implemented on-page SEO optimizations, including metadata refinement, structured data (schema), mobile responsiveness, content alignment, and contextual internal linking.
- Successfully optimized 25+ Google Business Profiles for U.S. and Canadian clients, resulting in a significant increase in local visibility and qualified leads.
- Collaborated with design, development, and content teams to ensure SEO best practices aligned seamlessly with UX and brand identity.
- Conducted comprehensive SEO audits using tools like SEMrush, Ahrefs, Screaming Frog, Google Search Console, and Google Analytics to identify gaps and opportunities.
- Developed and launched SEO-optimized WordPress websites, ensuring clean code structure, optimized plugins, and search-friendly layouts.
- Directed and mentored an SEO team, driving improvements in search engine rankings, domain authority, and overall AI-driven search visibility.
- Provided SEO and AI prompt engineering training to new team members, accelerating skill development and improving project efficiency.
- Executed effective off-page SEO campaigns including high-quality link building, guest blogging, influencer outreach, and digital PR.

EDUCATION

Bachelor's in Computer Applications (BCA) — 2013 - 2015

Barkatullah University, Bhopal

Digital Marketing Course — 2024

Brandveda

CERTIFICATIONS & TRAINING

- Brandveda SEO Certification
- Brandveda PPC Certification
- Digital Marketing Certification