



Diksha Barnwal

📍 Bangalore ✉ diksha.barnwal08@gmail.com ☎ 8892189362 🌐 Diksha_Barnwal

👤 PROFILE

- A qualified Search Marketing professional with 8+ years of experience in SEO & ASO, Content Creation, Analytics, Social Media Marketing, Apple search ads, Affiliate Marketing, Influencer Marketing & Campaign Management
- A progressive thinker, quick learner, and determined human. I believe in delivering positive results using organic, ethical worldwide webmaster-accepted SEO and ASO techniques following Search Engine guidelines
- Involved in strategizing for web promotions to drive millions of organic traffic to websites

📁 PROFESSIONAL EXPERIENCE

SEO Manager - Growth Marketing, Cult Fit [🔗](#) 09/2023 – present | Bangalore, India
Leading SEO, ASO, and Influencer Social Media Marketing with a team of 2 professionals (1 Content Agency, 1 Guest Post and PR Agency, and 1 SEO Analyst) for Cultsport

- Increased organic sessions by **8X over 10 months (from 20K to 85K)** and Improved keyword rankings for critical search terms from KWs **47 to KWs 256 for the top 3 positions and from 726 to 3608 for the top 20 positions** under SERP.
- Boosted session conversion rates through targeted SEO efforts from **1.56% to 2.32%** for the top funnel and placed GMV(Rev) from **50Lakhs to 1.2Cr\$ MoM** for Cultsport - Ecomm Segment.
- Entire Setup for the Blog Framework, Influencer Marketing, ASO, and SEO Roadmap.
- Domain Rating improved from **22 to 74** while creating Backlinks and Guest Post Submission MoM.

Assistant SEO Manager, Skill Lync [🔗](#) 03/2021 – 07/2023

- Increased the organic revenue contribution by **60%** through continuous improvements on top of the funnel traffic by doubling the overall sessions from **1.5lac to 3.1lac**
- Leading a 3 member team along with content and guest post agencies to drive the SEO efforts for Skill Lync
- Defined SEO roadmap for the organization including UX, blogs, URL structure, YouTube, and Influencer Marketing
- Improved the domain rating by **90%** through constant addition of backlinks reaching **7X in 20 months**.
- Increased the overall keywords ranking by **40%** and improved the **top 10 - from 350 to 1k, top 20 - 1.1k to 2.1k**
- Launched and scaled a free courses platform 'Grow' to **60k+ monthly users**, contributing as a new revenue channel for the organization.

Assistant Manager - SEO & ASO Performance Marketing, Zoomcar 11/2019 – 01/2021

Led SEO, ASO and Sale Campaigns Projects with a team of 5 professionals (2 Content Writers, and 1 Data Analyst and 2 Agencies). Increased organic sessions increased by 34% within 6 months

- Scaled from 11k keywords to **29k+ keywords** by using content marketing leading to improvement in the revenue growth by **10% month-on-month** on Organic channels (SEO and ASO)
- Executed ASO from scratch improving Play store rating from **3.7 to 4.1** and installation rate by **100%**
- Increased the conversion rate by **8%** and reduced marketing churn by **10%** by retargeting the customers
- Led the implementation of entire Blog framework for Zoomcar and received **appreciation from CEO**
- Implemented Metabase dashboards to optimise communication across multiple teams with a common view
- Executed limited period sales campaign to drive revenue inflow of **50+ crores**
- City Owner, Karnataka - Monitored and improved the city level utilisation from 45% to **65%** in 8 months

Senior Analyst, SEO and ASO, IQuanti 02/2018 – 11/2019 | Bengaluru

- Managed and delivered SEO and ASO Projects for key clients like LG, Amex, and Penfed Bank with a 4 member team (1 Analyst, 2 Content Writers, and 1 Data Analyst)
- Introduced schemas and new landing page leading to **40% increment in organic sessions in 6 months**
- Keyword Analysis from SEM Rush and Google Adwords Keyword Tool with Intent and complete Site

- Implemented strategies to improve website usability increasing the Click-through rates and **Conversion by 12%** for **AMEX - US**
- Generated SEO Tech Audit Report from Screaming Frog Tool, Google Web Search Console and Light House Tool
- Traditional link building activities for Client Websites after analyzing from Ahref Tool
- Implemented the blog from scratch on WordPress CMS for Penfed Bank and AMEX-Mexico
- Reporting and monitoring on Omniture, Google Analytics, Webmaster tool, Keyword ranking, and Link building activities and sessions

SEO Expert, BankBazaar

07/2015 – 01/2018

Product handled: Home Loan, Credit Card, Fixed Deposit, Recurring Deposit, Cibil, Gold Rate, Silver Rate, Fuel, Voter ID, Driving Licence, and Gas Connection

- Managed a team of 4 professionals (1 SEO Analysts, 2 Content Writers, 1 Designer)
- Improved monthly organic traffic by **400%+ for overall my products i.e. 150,000 (5000 Daily) sessions to 3 Million 100,000 (Daily) sessions.**
- Grown the application numbers **200%+ for Home Loan and 250%+ for Credit card products.**
- Improved Keyword Ranking and Organic search visibility to optimize the conversions and increase applications through SEO, Social & Blogging channels
- Carried out detailed Backlink analysis and suggested innovative link-building campaigns
- Partnered with Social Media, PR, and Content teams to maximize the output of Organic Channels

Associate - Digital Marketing (Intern),

04/2015 – 07/2015 | Bengaluru, India

Honeycomb Creative Support

- Managed SEO Projects for key clients like Titan, Allergen, Louis Philippe, and Paper Boat
- Managed Social Media promotional accounts for clients (FB, Twitter, Google+, LinkedIn, Pinterest)
- Weekly SEO Reporting to the Marketing Director on Organic Search Traffic and Ranking Performance

CERTIFICATES

SEO Roadmap Certification, Udemy

Google Adwords Fundamentals

Google Analytics

Digital Garage Certification

Social Media Certification, Udemy

Influencer Marketing Strategy, Coursera

Google AI Essentials

SKILLS

Project/Team Management | Local Map Optimisation and Promotion |
Organic Campaign Management (SEO) | Digital Marketing Strategy | Google Analytics |
Social Media Campaigns (Facebook, Instagram and Twitter) | SQL | Adobe Analytics | Google Search Ads |
Campaign Management | Blog Optimisation | Link Building | Youtube Optimisation | HTML |
Influencer Marketing | AI Tools

EDUCATION

Oxford College, BBM in E-Marketing

2012 – 2015 | Bangalore, India

Class 12th, SGGS College

2011 – 2012 | India

Class 10th, St. Thomas High School

2009 – 2010 | India