

# MEGHANA DEODHAR

## SEO EXECUTIVE

meghana31.d@gmail.com | +91 - 86938 35678

Linkedin Profile - [Meghana Deodhar](#)

---

### SUMMARY

SEO Specialist with 4+ years of experience driving organic growth across eCommerce and publishing platforms in both in-house and agency environments. Delivered 200% to 1400% growth in organic traffic by aligning technical SEO, content strategy, and search intent. Skilled in SEO audits, performance analysis, and building data-driven strategies that translate into measurable business outcomes. Experienced in working cross-functionally with content, product, and technical teams to improve visibility, engagement, and conversions. Proficient in using modern SEO and AI-assisted workflows to streamline analysis, content optimization, and execution at scale.

---

### SKILLS

Content & SEO Strategy - On-Page Optimisation - Technical SEO - Performance Reporting - SEO Audits - Competitors Analysis - Keyword Research - GA4 - Google Search Console - Screaming Frog - SEMrush - STAT - Ahref - WordPress - WiX

---

### PROFESSIONAL EXPERIENCE

#### SEO Executive | Fobes Advisor

Jan 2024 - Present

- Drove 26% average monthly growth in organic traffic by optimizing health content for search intent and E-E-A-T, leading to a 28% increase in revenue and 26% improvement in conversions.
- Improved content performance and visibility by analyzing and reporting SEO metrics (GA4, Google Search Console, STAT) and translating insights into actionable strategies.
- Improved crawlability and indexation by resolving technical SEO issues, including redirects, page errors, and site structure enhancements.
- Revived underperforming content by restructuring pages based on search intent and competitor analysis, driving consistent improvements in traffic and engagement.

#### SEO Executive | Tantragan Technologies

Aug 2022 - Jan 2024

- Delivered SEO for 5 client websites, including 2 full website redesigns, improving structure, crawlability, and performance. Built and executed SEO strategies for SaaS and publishing platforms, driving ~200% growth in organic traffic and ~157% growth for SaaS projects.
- Increased revenue by ~79% and client acquisition by ~62% through SEO-driven content strategies and user experience improvements.
- Built SEO processes from scratch for 3 websites, from audits and strategy development to execution and performance tracking.
- Led and mentored the SEO team by managing task allocation, performance reviews, and training to improve execution quality and efficiency.

#### Digital Marketing Executive | Excell Autovista Pvt.Ltd

Apr 2021 - Jun 2022

- Generated 35 leads per campaign and 100 monthly leads through targeted Facebook campaigns across automobile products and services.
- Contributed to winning the ETAuto Digital Dealer of the Year 2021 award by streamlining SprinklR workflows by creating templates that achieved 99% approval and supported 150+ posts per month across 5 showroom locations.
- Improved lead capture and customer engagement by supporting chatbot automation (Chat360) and standardizing response workflows.
- Collaborated with cross-functional teams and managed website updates, including pricing, content changes, and basic SEO audits to support campaign performance.

---

### SELECTED PROJECT

#### Muffynn Store | E-commerce Website

Mar 2023 - Mar 2024

- Scaled organic traffic from 4K to 62K monthly users (+1400%) within 12 months through content, technical SEO, and site restructuring.
- Increased organic revenue from near-zero to ₹35K/month by building an SEO-led content and product funnel.
- Grew ranking keywords from 494 to 14K+ and improved overall search visibility through content optimization and link building.

---

### EDUCATION

- Post Graduation Certificate In Management (PGC DM) | Symbiosis Center Of Distance Learning (SCDL) 2020 -2021
- Bachelors Of Science In Fashion Designing (B.Sc.) | International Institute Of Fashion Designing (INIFD) 2016 - 2019
- Bachelors Of Arts In Sociology (BA - Sociology). | V.G. Vaze Kelkar College 2013 - 2016