

SAURABH SINGH

Assistant SEO Manager | Digital Marketing Specialist

Kosi Kalan, Uttar Pradesh, India | +91 98170 61535 | sauravsingh95200@gmail.com | Portfolio: webglare.in

To,
The Hiring Manager

Subject: Application for the position of SEO Manager / Digital Marketing Specialist

Dear Sir/Madam,

I am writing to apply for the SEO / Digital Marketing position at your company. Over the past year I have moved from an internship into an Assistant SEO Manager role, and in that time I have ranked 100+ keywords in the top 4 positions of Google page one, built and optimized 40+ WordPress websites, and shipped 7 products of my own, including a live employee tracking application.

As Assistant SEO Manager at Metrics Aura in Rohtak, I work across the full organic search function: technical audits, on-page and off-page execution, keyword strategy, content planning and performance reporting. Before this, during my internship at Webmok Pvt. Ltd., I worked hands-on across SEO, Meta (Facebook and Instagram) ad campaigns and Google Ads, which gave me a practical understanding of how organic and paid channels support each other.

What sets me apart is that I do not stop at marketing execution. My largest project is OneTapTrack, an employee tracking application I built end to end and now run live at onetaptrack.com, and I have also independently launched six puzzle and utility apps on the Google Play Store, handling everything from the build to store listing optimization (ASO), assets and descriptions. That end-to-end ownership means I understand the product, the search intent, and the user journey between them.

I am fluent with Google Analytics 4, Google Search Console, keyword research workflows and WordPress, and I keep pace with algorithm updates and the shift toward AI-driven search. I would welcome the opportunity to discuss how my skills align with your requirements.

Sincerely,

Saurabh Singh

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PROFESSIONAL SUMMARY

Assistant SEO Manager with hands-on experience in Search Engine Optimization (SEO), digital marketing and WordPress development. Ranked 100+ keywords in the top 4 positions of Google page one and built 40+ responsive WordPress websites. Skilled in on-page SEO, off-page SEO and technical SEO, keyword research, link building, Google Analytics 4 (GA4), Google Search Console, Google Ads and Meta Ads. Also built and shipped 7 products end to end: OneTapTrack, a live employee tracking application, and 6 Android apps published on the Google Play Store with full App Store Optimization (ASO).

CORE SKILLS

Search Engine Optimization: On-Page SEO, Off-Page SEO, Technical SEO, Keyword Research, Search Intent Mapping, Internal Linking, Link Building, Competitor and SERP Gap Analysis, Local SEO, Google Business Profile, Schema Markup, Core Web Vitals, Page Speed Optimization, App Store Optimization (ASO)

Paid Media and Social: Google Ads (Search, Display), Meta Ads (Facebook Ads, Instagram Ads), Campaign Setup and Targeting, Audience Targeting, Budget Pacing, Conversion Tracking, Landing Page Optimization, Social Media Marketing

Analytics and Reporting: Google Analytics 4 (GA4), Google Search Console, Google Tag Manager, Keyword Rank Tracking, Traffic and Conversion Reporting, Microsoft Excel, Google Sheets

Web and CMS: WordPress, Elementor, Yoast SEO, Rank Math, Responsive Web Design, Theme and Plugin Setup, Landing Pages

Content and AI: Content Strategy, Content Briefs, Website and Blog Copy, AI-Assisted Content Workflows, Prompt Engineering, ChatGPT, Claude

WORK EXPERIENCE

Assistant SEO Manager

May 2026 – Present

Metrics Aura – Rohtak, Haryana, India

- Ranked 100+ keywords on Google page one within the top 4 positions through structured on-page SEO, off-page SEO and technical SEO execution.
- Own the end-to-end organic search function, including technical site audits, keyword mapping, internal linking, content briefs and monthly performance reporting.
- Designed, developed and optimized responsive WordPress websites with focus on Core Web Vitals, page speed and mobile usability.
- Track keyword rankings, organic traffic and conversions in Google Analytics 4 and Google Search Console, and report results to stakeholders each month.
- Run SERP gap and competitor analysis to find high-intent keyword opportunities.

Digital Marketing Executive (Internship)

January 2026 – May 2026

Webmok Pvt. Ltd. – Rohtak, Haryana, India

- Executed on-page and off-page SEO strategies that improved keyword rankings and organic visibility for multiple client websites.
- Managed Meta Ads (Facebook and Instagram) and Google Ads campaigns end to end, covering setup, audience targeting, budget pacing and performance tracking.
- Built responsive WordPress websites and landing pages, contributing to a combined 40+ websites delivered across both roles.
- Conducted keyword research and competitor analysis, and managed social media content calendars and posting schedules.

PROJECTS

OneTapTrack – Employee Tracking Application (Flagship Project)

Live at onetaptrack.com

- Built and shipped a full employee tracking application end to end: product planning, build, deployment on a live domain, and on-page and technical SEO for the site.
- Largest project delivered to date, planned and delivered independently.

6 Android Applications Published on Google Play Store

Designed, built and published end to end, each with full App Store Optimization (ASO): keyword-optimized titles, descriptions and store assets.

BlockSudo (block puzzle), **Nonogram** (logic puzzle), **Arrowscape** (arrow puzzle), **Crossword Rivals** (word puzzle), **Numbers Sum** (maths puzzle), **Screen Mirroring: CastAnywhere** (utility application).

EDUCATION

Bachelor of Business Administration (BBA)

Sanskriti University, Mathura, Uttar Pradesh | 2024 – 2027 (Pursuing)

Senior Secondary (Class 12)

Board of High School and Intermediate Education, Uttar Pradesh | Completed

KEY ACHIEVEMENTS

- Ranked 100+ keywords in the top 4 positions of Google search results.
- Built and optimized 40+ WordPress websites for clients across industries.
- Shipped 7 products independently: OneTapTrack plus 6 Google Play apps.
- Moved from a marketing internship into an Assistant SEO Manager role in 5 months.

LANGUAGES

English (Professional), Hindi (Native)