

Curriculum Vitae

Avadhesh Kumar Singh

SEO Manager

Cognegiac Solutions

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Professional Summary

Strategic and data-driven SEO Manager with over 15+ years of experience driving organic growth, improving SERP rankings, and maximizing ROI across diverse industries including education, healthcare, IT, Electricals, SMBs, SaaS, e-commerce, and digital media. Expert in technical SEO, content strategy, on-page/off-page optimization, site audits, and team leadership. Adept at leveraging analytics and emerging trends to develop scalable strategies aligned with business goals. Proven success in managing SEO roadmaps for high-traffic websites, leading cross-functional teams, and collaborating with developers, marketers, and executives.

PROFESSIONAL QUALIFICATION

Master of Computer Applications

Uttar Pradesh Technical University, Lucknow (UPTU)

Post Graduated: 2008

ACADEMIC QUALIFICATION

- Completed B.Sc. from Bundelkhand University Jhansi (U.P). in 2005.
- Completed 12th (PCM) from G.I.C., Banda (U.P) in 2002.
- Completed 10th from Saraswati Vidya Mandir, Banda (U.P) in 1999.

PROFESSIONAL EXPERIENCE

SEO Manager

Cognegiac Solutions Pvt Ltd – Noida, India (Remote)

Jan 2021 – Present

- Led SEO strategy for national and international clients, resulting in a huge increase in organic traffic and rankings over 4 years.
- Conducted comprehensive technical SEO audits and implemented fixes to improve crawlability, indexation, and site speed (Core Web Vitals compliance).
- Oversaw content strategy and keyword mapping across 5000+ pages; collaborated with content writers to create high-performing evergreen and blog content.

- Managed a team of 5 SEO specialists and coordinated with developers and UX teams to deploy SEO best practices.
- Introduced structured data markup and schema enhancements that improved rich results visibility.
- Built executive-level reports on SEO KPIs using Looker Studio and GA4.

SEO Manager

Markup Designs Pvt Ltd – Noida, India

November 2019 – December 2020

- Managed SEO campaigns for US clients in retail, education, eCommerce, finance, and healthcare; consistently improved keyword rankings and organic traffic within competitive markets.
- Developed backlink strategies that improved domain authority and drove referral traffic, using white-hat link-building tactics.
- Delivered comprehensive site audits and strategic SEO roadmaps tailored to business goals.
- Managed a team of 10 SEO specialists and coordinated with developers and UX teams to deploy SEO best practices.
- Conducted training sessions for in-house marketers on SEO best practices and CMS optimization.
- Migrated large websites with minimal traffic loss by overseeing SEO redirects, content mapping, and metadata preservation.

SEO Manager / European Sales Head

OgreLogic Solutions Pvt Ltd – Noida, India

November 2015 – November 2019

- Managed SEO campaigns for US & Europe based clients in education, eCommerce, software, staffing, and healthcare etc; consistently improved keyword rankings and organic traffic within competitive markets.
- Developed SEO Roadmaps and backlink strategies that improved domain authority and drove referral traffic, using white-hat link-building tactics.
- Delivered comprehensive site audits and strategic SEO roadmaps tailored to business goals.
- Managed a team of 25 digital marketing specialists and coordinated with developers and UX teams to deploy SEO best practices.
- Managed a team of 8 European sales team and generated business for the agency.
- Conducted hurdles for in-house sales team on business development best practices.

SEO Team Leader / Business Development Manager

Infoicon Technologies Pvt Ltd – Noida India

October 2011 – November 2015

- Optimized website pages for USA, UK & Canada based Client sites, contributing to huge increase in organic visibility.
- Performed technical audits and implemented metadata, alt tags, and canonical tags across high-volume pages.
- Performed ORM activities for some clients to improve their digital image over major search engines.

- Researched and tracked keyword performance using Moz, SEMrush, Ahrefs, Search Console and Google Analytics.
- Collaborated with content teams to optimize headlines and content for search engines.

SEO Executive – Okhla, New Delhi

Infocom Network Ltd. (Tradeindia.com)– Okhla, New Delhi

August 2010 – September 2011

- Implemented Onpage strategies to their client base and helped with off-page activities to create quality backlinks.
- Performed SEO audits and implemented metadata, alt tags, and canonical tags across high-volume pages.
- Researched and tracked keyword performance using SEMrush, Ahrefs, Search Console and Google Analytics.
- Collaborated with content teams to optimize content for search engines.

SEO Executive – Noida, India

Infoicon Technologies Pvt Ltd– Noida, India

September 2008 – August 2010

- Implemented Onpage & Off-page SEO strategies to their client base. I helped with off-page activities like Articles, Blogs, Web 2.0, PRs etc to create quality backlinks.
- Identified powerful keywords to drive the most valuable traffic.
- Researched and tracked keyword performance using SEMrush, Ahrefs, Search Console and Google Analytics.
- It was a learning phase where I have learned about ORM and helped client's on their Reputation repair.

Core Competencies

- Technical SEO & Site Architecture
- SEO Audits & Competitive Analysis
- SEO Roadmaps based on Client's Expectation
- Keyword Research & Content Strategy
- Google Analytics, Search Console, SEMrush, Ahrefs
- Local & International SEO
- Link Building & Digital PR
- Team Leadership & Cross-Functional Collaboration
- Data Analysis & Reporting
- CMS Platforms (WordPress, Shopify, HubSpot)
- Core Web Vitals & Mobile Optimization

Awards & Recognition:

- I have been awarded as **Mr Reliable** in our Annual recognition at OgreLogic Solutions.
- I have been awarded as **Best Employee** of the Year 2012 at Infoicon Technologies.

PROJECTS Handled:

Here are some projects details which I have managed. As per the company policies I can not share the current running project details so I am sharing the previous projects which I have been delivered:

<http://firstpersonnews.info/>
<http://sensatia.com/>
<http://www.localauction.ca/>
<http://www.stayyoungamerica.com/>
<http://oceanlegends.com/>
<https://www.volvoce.com/india/en-in/>
<https://www.secondmovement.com/>
<https://www.boultaudio.com/>
<https://bahrauniversity.edu.in/>
<https://www.philips-hue.com/en-in>

PERSONAL DETAILS:

Date of Birth	: 14-July-1984
Gender	: Male
Nationality	: Indian
Marital Status	: Married
Father's name	: Shri Shiv Prasad Singh
Permanent address	: MIG-08, Part-II, Indira Nagar Colony, Banda (UP) 210001
E mail	: addy.singh786@gmail.com mca.asingh@gmail.com
Mob. No.	: 9313409364/9716435985

LANGUAGES AND COMMON INTERESTS:

Hindi is of course my Native Language; however I've fair command in English. Listening songs, Net Surfing, Watching movies are the most valuable part of mine. Along with these, I belief in GOD and have little bit interest in astrology too.

DATE:

PLACE: NOIDA

(Avadhesh Kumar Singh)