

SATYA JANGHU

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EDUCATION

SVKM's Narsee Monjee Institute of Management Studies <i>Post Graduate Diploma in Business Management – Marketing</i>	Mumbai, IN June 2023
University of Delhi <i>Bachelors of Arts (Hons.) in Political Science</i>	Delhi, IN May 2019

EXPERIENCE

Digital Producer (SEO Account Manager) <i>Coalition Technologies</i>	Apr 2025 – Present <i>Remote (US-based agency)</i>
<ul style="list-style-type: none">Ran 20+ client accounts in e-commerce and lead gen, owning strategy calls, performance reports, and SEO roadmaps.Coordinated 50 to 100 tasks per week across copywriters, developers, designers, link builders, and SEO analysts, hitting deadlines despite competing priorities.Created a Generative Engine Optimization (GEO/AEO) strategy for an enterprise e-commerce brand. AI platform visibility went from 29% to over 50%, and AI referral traffic drove \$15.6K in revenue at a 10.76% conversion rate.Built and shipped internal tools, including a full-stack GBP image optimization app (FastAPI, React, Gemini API) and automated reporting workflows that cut reporting time across 16+ accounts.Handled multiple client retention escalations, running crisis calls with senior leadership and putting together recovery plans that saved the accounts.Rated “Outstanding” in Management on performance review for cross-functional coordination and client communication.	
SEO Manager <i>PixelJab Marketing Pvt. Ltd.</i>	Jan 2021 – Mar 2025 <i>Gurugram, IN</i>
<ul style="list-style-type: none">Ran SEO strategy across client accounts: keyword research, on-page optimization, technical audits, all of it tied to traffic and lead gen targets.Built the SEO team from zero, hiring and training the group while keeping projects on track and on deadline.Managed link-building campaigns and owned client relationships, tying SEO work directly to business goals and measurable ROI.	
Independent SEO Consultant <i>Self-Employed</i>	July 2019 – Jan 2021 <i>Gurugram, IN</i>
<ul style="list-style-type: none">Grew clients' organic traffic by an average of 70% through targeted keyword research, content optimization, and competitive SERP analysis.Handled technical SEO (site audits, schema markup, Core Web Vitals, mobile-first indexing) and ran local SEO campaigns that lifted Google Business Profile visibility.	
SEO Specialist <i>Coinsider Media</i>	Mar 2018 – May 2019 <i>Remote</i>
<ul style="list-style-type: none">Grew organic traffic 50% in the cryptocurrency and finance space through optimized content strategy and targeted link building.Ran technical SEO work: fixing crawl errors, improving indexing, and tuning Core Web Vitals. Tracked everything through Ahrefs, SEMrush, and Screaming Frog.	
Junior SEO Executive <i>Rocket31 Agency</i>	Sep 2017 – Mar 2018 <i>Remote</i>
<ul style="list-style-type: none">Handled keyword research, on-page optimization, link building, and technical audits across multiple client sites, improving site architecture and page speed.	

CERTIFICATIONS

HubSpot SEO Certification I & II	HubSpot Academy
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PROJECTS

- GBP Image Overlay Tool** | *FastAPI, React, Celery, Redis, PostgreSQL, Gemini API* Deployed
- Automates keyword and location text overlays on Google Business Profile images. Matches images to target keywords, processes in batch, and exports as ZIP.
- Basecamp Radar** | *Python, Scoring Algorithm, AI Content Detection* Production Skill
- Scores and triages tasks across 10+ client projects with color-coded priority rankings (0 to 100) for daily agency operations.
- llms.txt Generator** | *Python, Web Crawling* Production Skill
- Generates llms.txt files for client sites to improve citation visibility in ChatGPT, Gemini, Perplexity, and Google AI Overviews.

SKILLS

SEO & Marketing: Technical SEO, On-Page/Off-Page SEO, Local SEO, Link Building, Content Strategy, Schema Markup (JSON-LD), Core Web Vitals, E-E-A-T, YMYL, Domain Migrations, GEO/AEO (Generative & Answer Engine Optimization), AI Referral Traffic Analysis

Analytics & Tracking: Google Analytics 4, Google Search Console, Google Tag Manager, Looker Studio, A/B Testing, Traffic Segmentation, Conversion Tracking

SEO Tools: SEMrush, Ahrefs, Screaming Frog, Surfer SEO, BrightLocal, Majestic SEO, WebCEO, PageSpeed Insights

Development: Python (FastAPI, Celery, BeautifulSoup), JavaScript/React, SQL (PostgreSQL), HTML/CSS, Git/GitHub, Railway, Cloudflare Pages

AI & Automation: Claude Code, n8n, Claude API, Google Gemini API, OpenAI API, Prompt Engineering, Workflow Automation, Reporting Automation, llms.txt Optimization

CMS & Platforms: WordPress, WooCommerce, Shopify, Webflow, Yoast, RankMath

Project Management: Basecamp, Notion, Asana, ClickUp, Trello, Google Workspace, Slack