

K. Sripani
7842507153 | sripani1972@gmail.com
[linkedin.com/in/sripani](https://www.linkedin.com/in/sripani)



Professional Summary

Strategic SEO and Social Media Specialist with 14+ years of experience driving organic growth, brand visibility, and audience engagement across education, e-commerce, and recruitment domains. Proficient in Ahrefs, SEMrush, Moz, and SE Ranking for keyword research, competitor analysis, and content audits. Skilled in high-authority link building, technical SEO, and crafting impactful digital campaigns. Experienced in collaborating with global teams to enhance ATS and recruitment platforms through advanced SEO strategies, visuals, and data-driven execution.

Core Competencies

- Search Engine Optimization (On and Off page optimization)
- Keyword Research & Competitor Analysis
- High-DA Backlink Building & Profile Creation
- Content Strategy & Optimization
- Social Media Marketing & Audience Engagement
- Google Analytics, Search Console & Performance Tracking
- Website Audits using SE Ranking & Screaming Frog
- Content Creation for Web, Articles, Forums & Social Platforms
- Local Citations, Forum & Q&A Participation
- Web 2.0, Press Releases & Strategic Guest Posting
- Product Descriptions & Conversion-Focused Copywriting
- E-Commerce Optimization & Conversion Strategy
- Paid Campaign Management (Google Ads, Meta Ads)
- Visual Branding & Creative Content Development
- Market & Competitor Trend Analysis
- ATS & Recruitment Software Market Research

Work Experience:

SEO and Social Media Specialist | TrackTalents.com | August 2024 – Present

- Create and manage high-authority (DA/PA) profile backlinks across reputable platforms to strengthen domain credibility and organic ranking.
- Identify authoritative websites aligned with recruitment and HR technology niches, ensuring ethical link-building strategies and consistent off-page SEO growth.
- Craft engaging, keyword-optimized content tailored for backlink submissions, ensuring contextual relevance and adherence to SEO best practices.
- Conduct ongoing research on global ATS and recruitment software competitors to benchmark features, content strategies, and visual communication standards.
- Develop actionable SEO and branding strategies aimed at outperforming top recruitment software competitors through superior visuals, storytelling, and technical optimization.
- Collaborate closely with remote application development teams to ensure the TrackTalents platform integrates advanced recruitment features enhancing user experience, automation, and scalability.
- Create visually compelling marketing assets, infographics, and multimedia posts that reinforce product positioning and attract recruiters and employers worldwide.
- Ensure diversity in backlink sources—balancing social profiles, business directories, blogs, and niche communities—to achieve a natural and sustainable link profile.
- Optimize content and visuals for both users and search engines, aligning design language with brand identity and digital marketing objectives.
- Monitor SEO performance metrics, backlink health, and competitor keyword trends using tools like Ahrefs, Moz, and Google Search Console.

Social media and SEO Expert | January 2017 – July 2024

Payhip.com/Catchyresumes | buymecoffee.com/catchyresumes

- Researched and targeted high-potential keywords (search volume 5,000–100,000/month) to optimize product pages for organic traffic growth.
- Implemented on-page and technical SEO strategies to rank resume templates on Google's and Bing's first page for competitive terms (e.g., "professional Word resume templates," "ATS-friendly resumes").
- Optimized metadata (titles, descriptions), headers, and content to align with search intent and improve click-through rates (CTR).
- Built quality backlinks through outreach, guest posts, and partnerships to strengthen domain authority.
- Monitored rankings using tools (Ahrefs, SEMrush, Google Search Console) and adjusted tactics to maintain top positions.
- Developed and executed social media strategies (Instagram, Pinterest, LinkedIn, Twitter) to increase brand visibility and drive traffic to e-commerce pages.
- Created engaging content (graphics, videos, testimonials) showcasing resume templates to attract potential customers.
- Ran targeted ad campaigns (Facebook/Instagram Ads) to promote new product launches and seasonal discounts.

E-Commerce & Conversion Optimization

- Optimized product pages with persuasive copy, high-quality visuals, and clear CTAs to boost conversions.

Analytics & Performance Tracking

- Analyzed traffic sources, keyword rankings, and conversion metrics to refine SEO and marketing efforts.
- Reported on KPIs (organic traffic growth, ranking improvements, ROI) to guide data-driven decisions.

Digital Marketing Manager

Hamstech Institute of Fashion Technology – Hyderabad, Telangana

March 2014 – December 2016

- Directed the digital marketing function for a premier fashion education brand, focusing on increasing visibility, online engagement, and student enrollments through targeted digital strategies.
- Implemented integrated campaigns spanning SEO, paid advertising (Google Ads), social media outreach, and content marketing to effectively position Hamstech, HamstechOnline.com, and TheHLabel across diverse digital channels.
- Created editorial plans and managed content execution across websites, blogs, email newsletters, and social media, showcasing faculty expertise, student stories, and success narratives to attract new applicants and build brand affinity.
- Audited and restructured the main website's layout and navigation in collaboration with UI/UX teams, simplifying course discovery and optimizing lead capture via responsive design and strategically placed CTAs.
- Transformed underperforming PPC campaigns by identifying wasteful spend using negative keywords, refining ad groups with targeted messaging, and optimizing landing pages—leading to consistent inbound student inquiries while reducing ad spend over time.
- Leveraged content-sharing platforms like Scribd, SlideShare, and Issuu to publish course-related presentations, driving international interest and boosting inbound queries from aspiring fashion students and working professionals.
- Applied insights from Google Analytics and SEMrush to continuously refine campaign performance, identifying high-converting channels and user paths to guide ongoing optimization.
- Worked in tandem with internal design, content, and advertising teams, while coordinating with third-party developers to address technical SEO issues, add schema markup, correct crawl errors, and integrate interactive features.

- Strengthened the institute's social media presence through timely posts, alumni showcase, visual campaigns, and engagement-based initiatives like contests and Q&A sessions—creating a consistent brand tone across platforms.

Digital Marketer & Trainer | Neo Cursor

May 2011 to February 2014

- Conducted digital marketing training program at NSDC India Center at Sundaraiah Vignana Kendram, on revenue sharing model and taken the responsibility the entire course delivery and placement assistance for successful course completed students.
- Handled digital marketing projects for a diverse portfolio of clients including researchimpact.com, aadseducation.com, centralbooksonline.com, theteacherworld.com, and Indo-American Overseas, enhancing their online presence and market visibility.
- Developed and executed tailored SEO strategies for each client, significantly improving them websites' search engine rankings and driving organic traffic.
- Conducted comprehensive website audits and competitor analysis for clients, providing actionable insights and recommendations to enhance digital marketing effectiveness.
- Implemented content marketing strategies, including blog posts, whitepapers, and e newsletters, to establish thought leadership and engage target audiences.
- Oversaw social media management, creating and scheduling content across platforms such as Facebook, Twitter, LinkedIn, and Instagram to foster brand loyalty and customer engagement.
- Provided ongoing consultation and reporting to clients, explaining complex digital marketing concepts and campaign results in a clear and accessible manner.

Previous Assignments:

- Mexus Education – Zonal Sales head | August 2008 to April 2011
- Everonn Education – State Head | Feb 2006 to August 2008
- Zorek technologies – Area Sales Manager | Jan 2004 to Feb 2006
- CMS Computers Limited – Corporate Marketing executive | March 2001 to Dec 2003

Education: Master of Commerce from Osmania University in the year 1996