

# DINESH JEENGAR


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www.dribbble.com/dineshjngr


## EXPERTISE

- **Technical SEO Optimization**
- **On-Page & Off-Page SEO**
- International SEO
- Guest Post/OutReach
- Online Reputation Management (ORM)
- SEO Tools (Google Analytics, Google Search Console, SEMrush, Moz, Screaming Frog, Ahrefs etc.)
- Google and Social Media Ads (Meta, Linkedin, Tiktok)
- Team Management
- Project Management
- Client Communications
- CRM Management (Zoho, Hubspot etc.)
- Hotjar & Microsoft Clarity
- Email Automation
- Email Marketing
- Hosting, Domain, CMS Management

## DEVELOPMENT & DESIGN

Portfolio - **https://dribbble.com/dineshjngr**

- AI-assisted development & Coding (HTML, CSS, JS framework)
- Full Custom WordPress Website Design
- Shopify, Wix and Similar CMS Handle
- Advanced Canva
- Photoshop and Video Editing

A results-driven **digital marketing professional with 8+ years** of experience driving growth through both paid and organic strategies. Strong expertise in full 360 digital marketing, with **specialization in technical and on-page SEO.** Experienced in managing high-ROI campaigns across Google Ads and LinkedIn, along with SEO, CRM strategy, and performance optimization to improve brand visibility, traffic, and conversions.

## WORK EXPERIENCE

### SEO Manager

**Oct 2025 - MAy 2026**

**Steel Spear Media - Dubai, UAE**

- Leading end-to-end SEO strategy across **on-page, off-page, and technical SEO** to drive scalable organic growth across Google, Bing, and AI-driven search platforms. Optimizing for high-intent keywords, AI Overviews, and zero-click search.
- Collaborating with product and engineering to improve site architecture, **crawlability, and indexation, while implementing schema and E-E-A-T to boost SERP** and AI visibility.
- Using **GA4, Search Console, Ahrefs, and SEMrush** to track performance, improve Core Web Vitals, and optimize KPIs like traffic, rankings, CTR, and conversions.
- Leveraging **AI tools (ChatGPT, SurferSEO)** for content ideation, clustering, and scaling, while testing LLM SEO strategies for AI discoverability.
- Defining content strategy aligned with search intent and conversion funnels, managing SEO content calendars, and optimizing blogs and landing pages.
- Specializing in crypto presale SEO, including audits, outreach, backlink growth, PR placements, and email marketing campaign management.

### Digital Marketing Specialist

**June 2024 - June 2025**

**Trinity Group - Business Consultancy - Dubai, UAE** **1** Yrs **1** Mo

- Executed **full-funnel, multi-channel campaigns** across social, email, paid media, and web, driving engagement, lead generation, and measurable ROI.
- Developed and implemented **Technical and On-Page SEO strategies,** improving crawlability, **indexation, rankings, organic traffic**, and conversions, while supporting website performance and campaign alignment.
- Created on-brand content and **visuals using AI and Canva,** while building and maintaining websites for usability and conversion optimization.
- Used Google Analytics, Facebook Insights, Hootsuite, Trello, Zoho CRM, and AI tools to improve performance, reporting, and lead management.

### Technical SEO Manager

**Mar 2022 - Feb 2024**

**SEO DISCOVERY - Google Partner Marketing Agency** **2** Yrs

- Owned **Technical, On-Page, and Off-Page SEO,** improving crawlability, indexation, site architecture, and organic growth while collaborating with dev and content teams.
- Managed cross-functional teams and client relationships, delivering data-driven strategies, KPI reporting, and long-term growth.
- Led multi-channel campaigns across **SEO, PPC, display, social, and email,** aligning strategy with business goals and performance KPIs.

## AWARDS

- **Employee of The Year** - 2023 - Technical SEO Manager
- **Best Team of The Year** -2023 - Technical SEO Manager

## EDUCATION

**Bachelor in Business Administration (Marketing)**
Manipal University Jaipur
- Pursuing (2027)

**Digital Marketing Course**
Digital Discovery Institute
- 2019

**High School - 2013**
Jawahar Navodaya Vidyalaya, Raj, India

## WEBSITE I BUILT

**www.trinitycorporateservices.com**

- Developed a lead-generation-focused corporate website integrated with Zoho CRM to streamline B2B client acquisition and tracking.

**www.thefitnessfalcon.com**

- Developed a high-authority Health & Fitness blog featuring optimized content architecture and technical SEO to maximize organic reach and user engagement.

**www.semafacts.com**

- Engineered a high-converting lead generation platform with strategic CTA placement and streamlined UX to capture and track B2B inquiries effectively.

## WORK EXPERIENCE

### Digital Marketing Executive

SEO DISCOVERY - Google Partner Marketing Agency **Jan 2020 - March 2022**

**2** Yrs **6** Mo

- Managed paid campaigns on Google, Facebook, Instagram & LinkedIn for lead generation.
- Handled **SEO audits, technical SEO, blog posting**, backlinks, and website updates.
- Created content for social media, email marketing, and newsletters.
- Used ZOHO CRM & LinkedIn Sales Navigator for lead tracking and B2B outreach.
- Designed creatives, edited videos, and monitored campaign performance.

### SEO Executive

**Feb 2018 - Jan 2020**

DigiWala

**2 Yrs**

- Proficient **Link Builder with SEO Executive** experience
- Skilled in acquiring high-quality backlinks through ethical methods
- Collaborated with content teams to create optimized articles and landing pages supporting link-building efforts
- Performed keyword research and on-page & **Technical SEO** optimization to improve content visibility and rankings

### Customer Service Associate (CSA)

**Jul 2016 - Dec 2017**

Teleperformance

**1** Yr **6** Mo

- Handled customer queries and support through live chat, phone calls, and email.
- Resolved issues promptly while ensuring customer satisfaction and professional communication.
- Performed backend tasks including data entry, order processing, and support ticket management.
- Maintained accurate records and coordinated with internal teams for smooth issue resolution.

## Certification

- Google Analytics Certification - **Google**
- Google Ads Certification - **Google**
- Digital Marketing - **Hubspot Academ**y
- Fundamentals of digital marketing - **Google**
- SEO Certification (e.g., Moz, SEMrush)
- International SEO Expert - **Semrush**