



Siddhant Bhatnagar,

Digital Marketing Professional

Results-driven Digital Marketing Professional with a proven track record of boosting online visibility, engagement, and conversion through strategic SEO, content, and analytics initiatives. Adept at leveraging tools like Google Analytics (GA4), SEMrush, and HubSpot to drive measurable growth. Known for a hands-on, data-first approach and strong collaboration across marketing, tech, and content teams.

P: +353 892084861 | E: siddhantb1301@gmail.com | W: Siddhant-Bhatnagar.com

Work Experience

Oct 2022 - Apr 2025 **Digital Marketing Consultant** Consultadd Inc.

- Revamped site structure based on in-depth SEO audits and Google algorithm shifts, improving crawlability and UX, which led to a 15% reduction in bounce rate and higher search visibility.
- Led SEO and paid media teams, optimizing keywords and ad performance to drive a 25% increase in qualified leads.
- Designed and executed a targeted LinkedIn growth strategy, resulting in a 35% increase in followers and improved brand visibility.
- Analyzed 100+ negative Glassdoor and Indeed reviews; presented insights that helped leadership address key issues and boost employer ratings by 14%.
- Cleaned and re-segmented email lists to improve deliverability and engagement, achieving a 16% increase in open rates and a 4% drop in bounce rates.
- Created and managed behavioral HubSpot workflows that nurtured leads through the funnel, converting MQLs to SQLs at 28%, surpassing industry standards.
- Regularly monitored web performance via GA and Search Console, identifying data-driven opportunities for optimization.

Jul 2024 - Apr 2025 **SEO & Performance Analyst** Hyperflex

- Spearheaded a webinar-led demand gen campaign that drove a 30% MoM uplift in referral/direct traffic, contributing to a 5x total traffic growth in just six months at this early-stage startup.
- Built and deployed a competitor SEO intelligence framework, leading to 10% improvement in keyword rankings within one quarter.
- Compiled and presented monthly GA4 dashboards that tracked and communicated 5x growth in multi-channel traffic, aligning efforts across SEO, content, and webinars.
- Led technical and content SEO efforts, boosting organic visibility by 60% and sustaining long-term growth in non-paid traffic and engagement.
- Optimized 50+ high-intent pages through keyword targeting and content revamps, fueling a 35% surge in organic traffic within 90 days.
- Executed a data-backed SEO roadmap that improved average session duration by 20% and reduced bounce rate by 30%.
- Ensured 100% SEO compliance across all new content and technical rollouts by collaborating cross-functionally with design, dev, and content teams.

Education

Msc in Digital Marketing (Grade 2:1)

Sept 2023 – Nov 2024

University of Galway, Ireland

- Core Competencies: Inbound marketing, content creation, digital strategy, brand management, social media marketing, analytics, and services marketing.
- Applied Project: Developed innovative marketing strategies for GoEasy Transfers, focusing on technological advancements and direct consumer engagement, including the development of marketing schemes to increase brand awareness.
- Marketing Project: Explored the transformative power of AI, AR, VR, and Extended Reality in modern brand marketing.

Bsc in Hospitality and Hotel Administrations

July 2018 - August 2021

Indian Institute of Hotel Management, Goa

Skills

- Digital Marketing Tools: Google Analytics (GA4), Looker Studio, Google Ads, Meta Business Suite, SEMrush, HubSpot, Hootsuite, Ubersuggest, Google Tag Manager, Google Search Console.
 - Social Media Marketing: Strategic planning, Content scheduling, Ad campaign management, Audience targeting, Platform analytics. (Facebook, Instagram, LinkedIn.)
 - Content Creation: SEO writing, keyword research, blog and landing page creation, storytelling for brand engagement, optimizing content for search and conversions.
 - Email Marketing & CRM: Mailchimp, HubSpot CRM, Campaign segmentation, A/B testing, Lead nurturing workflows.
 - Project Management Tools: Trello, Notion.
 - Design Tools: Figma, Canva, Adobe.
 - LinkedIn: www.linkedin.com/in/sidb1301
-

Certifications

- Salesforce certified Marketing Associate, Salesforce | May 2025 ([Credential](#))
- Meta Certified Digital Marketing Associate, Meta | May 2025 ([Credential](#))
- Digital Marketing, Digital Scholar | Jul 2022
- Google My Business, Google | May 2022
- HubSpot Inbound Certification, HubSpot | Nov 2023
- HubSpot Marketing Hub Software Certification, HubSpot | Aug 2024

