



# Kanha Gupta

## Growth Marketer

Experienced Growth Marketer with 4+ years driving organic lead generation and traffic acquisition through SEO and SEM. Proven track record in technical SEO audits, on-page optimization, and data-driven content strategies. Seeking a challenging role to further develop my expertise and contribute to a high-performing team.

## Contact

### Phone

7889255634

### Email

kanhagupta66@gmail.com

## Education

2021

**Integrated B.tech-MBA (Marketing)**

Lovely Professional University

## Certifications

**SEO, SEO II 2024**

HubSpot Academy

**Digital Marketing Specialization**

University of Illinois, Coursera

## Expertise

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Conversion rate optimization (CRO)
- Google Search Ads
- Google Analytics
- International SEO

## Language

English

Hindi



<https://www.linkedin.com/in/kanhagupta/>

<https://www.kanhagupta.in/>

## Experience

○ Dec 2023 - Present [7 Months]

yellow.ai

### SEO Analyst

As the SEO Analyst at yellow.ai, I spearhead international SEO efforts, focusing on optimizing content for diverse markets including Indonesia, the Philippines, and the Arab world. I have extensive experience in conducting comprehensive technical SEO audits, implementing on-page optimization strategies, and collaborating with content teams to create high-quality, localized content that aligns with search intent and drives organic growth in each target region.

○ Jan 2023 - Dec 2023

Hotelogix

### Growth Marketer (SEM)

As a Growth Marketer at Hotelogix, I achieved 20%+ QoQ growth in leads through targeted Google Search Ad campaigns while reducing CPL by 80% and CPC by 60%. I also drove a consistent 12% QoQ increase in organic leads and a 350% increase in blog traffic within six months through comprehensive keyword research, content optimization, and technical SEO enhancements. Additionally, I successfully migrated the blog to Ghost CMS without negatively impacting SEO performance.

○ Jul 2021 - Dec 2022

Xoxoday (by Giift)

### Assistant Marketing Manager (SEO)

As Assistant Marketing Manager (SEO) at Xoxoday, I spearheaded initiatives that led to a 240% increase in organic leads and a 410% increase in organic traffic over 18 months. This was achieved through targeted keyword optimization, high-quality content creation aligned with search intent, and improved landing page relevance.

Additionally, I successfully executed a seamless blog migration to Ghost CMS with zero negative impact on SEO performance, preserving existing domain authority, backlink profile, and keyword rankings. I also conducted comprehensive technical SEO audits, resolving critical issues to enhance search engine visibility and user experience.

○ Jul 2020 - Jun 2021

Xoxoday (by Giift)

### SEO Intern

During a year-long SEO internship, I successfully increased organic leads by 60% and organic traffic by 130%. This was achieved through a multi-faceted approach, including in-depth keyword research and strategy development, meticulous on-page optimization, and the creation of high-quality, SEO-optimized content that aligned with target audience interests and search queries. Additionally, I performed technical SEO audits and enhancements to improve overall website performance and visibility in search results.