ESHA VERMA

SEO & CONTENT MARKETING MANAGER

Remote, India (IST) | Available for UK/Europe overlap | esha.verma02@gmail.com | +91 8788899471 | LinkedIn | Portfolio

PROFESSIONAL SUMMARY

SEO and content marketing manager with 5 years of experience in organic growth for US and UK B2B SaaS and B2C brands, plus 15 years across content and communications. Delivered 20x organic growth and more than 1 million monthly clicks for B2C clients through content and on-page SEO, without relying on backlinks.

Most recently led SEO and content for a US mobile auto-repair brand, managing a distributed team of 7–8 and an editorial operation producing 38–40 articles per month. Hands-on across content strategy, technical SEO, performance analysis, CRO and emerging AI-search visibility.

CORE SKILLS

SEO & Organic Growth: SEO strategy, keyword research, SERP analysis, competitor gap analysis, topical authority, on-page SEO, internal linking, content refreshes

Technical SEO: Site audits, schema markup, redirects, site architecture, duplicate content, page-speed improvements

Content Marketing: Content strategy, editorial planning, content briefs, long-form content, editing, brand voice, distributed content teams

AI Search & AI Workflows: Bing AI citation analysis, AI-search visibility, answer-first informational content, ChatGPT and Claude workflows

Analytics & CRO: Google Search Console, GA4, Looker Studio, AccuRanker, VWO, OptinMonster, Meta Ads (basic)

Tools & Platforms: Ahrefs, Screaming Frog, MarketMuse, WordPress, Shopify

PROFESSIONAL EXPERIENCE

Startup Voyager | Jul 2021 – Oct 2026

Manager | Jul 2025 – Oct 2026

- Led SEO and content strategy for a US mobile auto-repair brand, managing a distributed team of 7–8 that published 38–40 articles per month across 9 content clusters.
- Grew organic search visibility to more than 13 million impressions in a single quarter, led by a high-intent cost-of-repair content cluster.
- Built a topical-authority plan around a competitor content gap and developed a large vehicle-reliability content library to address it.
- Refreshed existing content monthly to recover and protect rankings; grew clicks on key symptom pages by about 25% through a Google core update.
- Analysed Bing AI citation data across 1,000+ pages to identify content patterns associated with AI citations and used the findings to shape the content roadmap.
- Researched customer questions across public forums and review sites to build an FAQ cluster; recommended GA4 tracking changes to measure the quote and booking funnel.

- Owned client content strategy and performance reporting and improved delivery processes to support client retention.

Startup Voyager | Nov 2022 – Jul 2025

Senior SEO and Content Associate

- Achieved 20x organic growth and more than 1 million monthly clicks for B2C clients through content and on-page SEO, without relying on backlinks.
- Ran content pipelines and coordinated distributed teams across 7 countries, delivering SEO and content for B2B SaaS clients including ClickUp, Toplyne and Time Doctor, and B2C clients including Vinovest.
- Audited sites using Screaming Frog and Ahrefs Site Audit and implemented fixes across internal linking, schema markup, duplicate content, redirects, site architecture, and image/content changes to improve page speed.
- Ran conversion tests in VWO and conversion campaigns in OptinMonster, and redesigned client websites on Shopify.
- Turned keyword, SERP and audience research into client-specific content briefs.
- Used ChatGPT to draft and optimise articles and create supporting images, and built Claude skills to automate content creation.

Startup Voyager | Jul 2021 – Nov 2022

Content and SEO Associate

- Wrote, edited and optimised articles, blog posts and website content for US and UK startups, maintaining consistent brand voice across channels.

Earlier Roles | 2011 – 2021

- Freelance Content Writer, ThanksForTheHelp | Jun 2020 – Jun 2021
- Content Writer, Crazy Fox Creations | Feb 2017 – Apr 2018
- Client Servicing Executive, Goldmine Advertising | Apr 2014 – Nov 2015: client liaison, creative presentations, new-business pitches
- Junior Account Executive, Avian Media | Jul 2013 – Mar 2014: press releases and media pitching for travel and aviation clients
- Copy and Content Executive, Creative INC | Sep 2011 – Sep 2012

EDUCATION

- PG Diploma in Public Relations and Corporate Communication, Xavier Institute of Communications, Mumbai | 2012 – 2013
- Bachelor of Journalism and Mass Communication (PR specialisation), Amity University, Noida | 2008 – 2011

CERTIFICATIONS

- Google Skillshop — Manage GA4 Data and Learn to Read Reports | Oct 2025
- LinkedIn Learning — SEO: Keyword Strategy | May 2023
- Google Digital Garage — Fundamentals of Digital Marketing | May 2023
- HubSpot Academy — Content Marketing Certification

ADDITIONAL INFORMATION

- Remote-first experience: 5 years working remotely with US/UK clients and distributed teams across multiple countries.
- Location: India (IST); open to remote roles with UK/European teams and willing to relocate for suitable opportunities.