

# Faizan Lambe

## SEO and Performance Marketer

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**Summary** - SEO Executive and Performance marketer with a strong background in web development and proven experience in content strategy, link building, and keyword strategy. 3+ years of experience driving organic site traffic for 7+ clients. Achieved a **900% organic traffic growth** and a **362% increase in the top 10 keywords**

### SKILLS

- On-Page SEO
- Off-Page SEO
- Technical SEO
- Keyword Research
- Link Building
- Google Analytics
- Google Search Console
- Meta Ads
- Google Ads

### PROFESSIONAL EXPERIENCE

#### The Content Lab (Agency)

Executive SEO & Performance Marketing

Nov 2022 - Present

- Reviewed and optimized 7+ client sites to improve keyword targeting, URL strategies, website architecture, and content.
- Keyword research to target clients based on keyword targeting.
- Created dynamic SEO strategies to exceed market competitors and meet client needs. Achieved a **299% organic traffic growth** and a **362% increase in the top 10 keywords**.
- Managed more than **20-30L monthly budget** for Reise Moto, spreading awareness and generating traffic to their website.
- Achieved more than **20L revenue in 4 months** for a Reise Moto while focusing on a TOFU. Increasing average order by **105 monthly in 4 months**.
- Analyzed and audited client websites to address performance issues using free to use Google tools (Search Console, PageSpeed, etc) and SEMrush.
- Worked for clients in **7 categories**: Jewellery, Compostable tableware, Vegan Milk, Fashion, Snacking, Dry Fruits, and Motorcycle tyres and accessories.

#### My Country Mobile (Telecom)

SEO Executive and WordPress Developer

Nov 2021 - Oct 2022

- Developed 8+ WordPress websites and **managed 260+ websites** with my team.
- Managed and solved the SEO of the website by using SEMrush and Ahrefs.
- Increased the rank of the website from **80th rank to 1st rank** in India within **3 months**.
- **Managed and trained** a team of **25 freshers** for web development, SEO, and SMM.
- Analyzed and audited websites to address performance issues.
- Created a number of blogs for the telecom-based websites.

### EDUCATION

#### Bachelors Of Science: IT

Nirmala Memorial Foundation College

Aug 2016 - Aug 2019

#### HSC : Science

D. R. Vyas Junior College

Jul 2014 - May 2016

#### SSC

St. Xavier's High School

Jun 2013 - Jun 2014

### CERTIFICATION

- [Google Analytics](#) through Skillshop | Sept 2023
- [Digital Marketing](#) through Digital Deepak | Apr 2022