

Rucha Shukla

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EDUCATION

Texas A&M University, Mays Business School

Master of Business Administration

Master of Science in Analytics

College Station, Texas

May 2027

Symbiosis Institute of Technology

Bachelor of Technology in Information Technology

Pune, India

May 2019

EXPERIENCE

GOMO Marketing Services India Pvt Ltd

Pune, India

Head of Search Engine Optimization (SEO)

July 2023 – December 2023

- Directed SEO product strategy and operations, leading a 15-member cross-functional team in serving 57+ clients with data-driven, performance-focused solutions
- Managed annual performance appraisal budget of USD 57,050, ensuring retention of high-performing team members
- Initiated and led an AI-driven digital transformation, automating 65% of processes, resulting in over 40% efficiency improvement and aligning services with Gen AI advancements
- Re-structured the SEO team into niche-focused verticals (B2B SaaS, Fortune 2000, SME, and Growth segments), aligning expertise with client needs to strengthen service relevance
- Positioned the India team's scale and expertise as a strategic asset for sister companies in Scandinavia, driving large projects, sharing AI innovations, and providing ad-hoc support, unlocking 3 new revenue streams

Management Associate

July 2022 – June 2023

- Oversaw client operations for 32 accounts, achieving SEO KPIs for organic traffic, keyword rankings & organic conversions for 60% clients
- Retained 100% of 9 member team through proactive mentorship and career development initiatives
- Resolved a 250+ hour resource bottleneck by leveraging freelancers and overtime pay, restoring efficiency and uninterrupted client service

Associate Strategist

July 2021 – June 2022

- Created and sold 6 comprehensive B2B digital marketing audits, covering both organic and paid channels, across Scandinavia, the US, and the UK, generating over USD 51,850 in revenue
- Implemented Conversion Rate Optimization (CRO) strategies on websites that evolved into a standalone service offering leading to new revenue
- Led technical training and reviews for 10 analysts, improving delivery quality, reducing errors by 90% and maintaining 100% on-time project delivery
- Managed 5+ site migrations and resolved 3 spam attacks detected during analysis, ensuring zero client downtime

Sr. SEO Analyst

July 2020 – June 2021

- Managed SEO for 7+ B2B clients across education, security, SaaS, transportation, logistics and finance industries, including a Fortune 500 company
- Achieved SEO KPIs for 5 B2B clients by ranking 90% of the keywords on top 3 positions, 30% YoY increase in organic traffic which in turn led to 15% increased organic conversions
- Led 4 training sessions for 10-15 people on cross-domain tracking and advanced Google Tag Manager (GTM) improving tracking accuracy and data collection quality
- Advised domain strategies to clients and recommended a brand name change that boosted keyword rankings by 60% and improved brand visibility by 35%

Jr. SEO Analyst

June 2019 – June 2020

- Achieved top 3 Google rankings for 100% of target keywords, driving 20%+ YoY organic traffic growth for 4 clients by implementing SEO strategies and contributing to long-term contract renewals for 3 of them

SKILLS, ACTIVITIES & INTERESTS

Technical Skills: Python, R, SQL, Tableau, AI, ML, Google Tag Manager (GTM), Google Analytics, Google & Meta Ads

Certifications & Training: McKinsey Forward Program, Product Management and Agentic AI from IIT Patna, Google Analytics, Google Ads (Search, Video, Shopping)

AI Skills: Azure AI Services, Prompt Engineering, Custom GPTs, Vertex AI, Copilot Studio