

ARULRAJ V

SEO & PPC Specialist

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SUMMARY

SEO Specialist with 2 years 4 months of experience across healthcare e-commerce, solar, garments, and local-service businesses owning SEO strategy, execution, content, technical optimization, GEO, and performance marketing. Scaled Medingen from 30K to 110K monthly organic clicks and 1.4M to 4M impressions, while monthly orders grew from 300 to 2,500. Built SEO from zero for RC Solars, reaching 20K monthly impressions and 1,500 clicks, and managed Meta campaigns generating ₹45L in attributed revenue across selected campaigns.

CORE SKILLS

SEO Technical SEO · On-page SEO · Programmatic SEO · Keyword strategy · Website architecture · E-commerce SEO · Local SEO · Content strategy · Landing-page optimization · Schema implementation · Blog architecture

Performance Marketing Meta Ads · PPC · Lead generation · Sales campaigns · Engagement · Traffic · Awareness · WhatsApp/Messaging · CPL optimization · ROAS optimization

GEO / AI Search AI citation & reference tracking · Share of voice in ChatGPT, Perplexity & AI Overviews · AI-referral reporting · LLM-readable structure · JSON-LD & entity markup

Automation Claude workflows for audits, briefs & content · GitHub Actions crons · DataForSEO API · Search Console API · Reading HTML, CSS & JavaScript

Tools Ahrefs · SEMrush · Search Console · GA4 · Tag Manager · Stitch · Meta Ads Manager · Google Workspace · WordPress · Canva

EDUCATION & CERTIFICATIONS

Medingen Healthcare Pvt. Ltd. — SEO & PPC Specialist

Healthcare e-commerce

May 2025 – Present

- Scaled monthly revenue from ₹2L → ₹15L within one year through SEO, while growing monthly orders from 300 → 2,500.
- Grew organic clicks from 30K → 110K/month and impressions from 1.4M → 4M/month through technical SEO and e-commerce optimization.
- Generated ₹5L attributed e-commerce revenue from ~₹40K Meta Ads spend — 12.5× ROAS, using a full-funnel acquisition strategy.
- Re-architected 12K+ product URLs and built topical authority through pillar-cluster structures, keyword mapping, search-intent optimization, internal linking, and content architecture.
- Implemented product schema, on-page SEO, product/content optimization, and GEO strategies, generating 57 AI mentions and 1.5K cited pages across ChatGPT, Google AI Overviews, Google AI Mode, and Gemini.
- Built the Meta full-funnel strategy across awareness, engagement, consideration, retargeting, WhatsApp/Messaging, and sales campaigns, achieving ₹3.58–₹12.67 cost per messaging conversation through audience segmentation, creative testing, and conversion-focused optimization.

RCSolars —DigitalMarketingExecutive

Oct 2024 – Apr 2025

First marketing hire · Built the Website & SEO function from scratch

- Built organic visibility from zero online presence → 20K monthly impressions and 1,500 monthly clicks, establishing SEO as a consistent acquisition channel.
- Supported a solar business handling approximately ₹25–30L in monthly project value through commercial SEO and high-intent search optimization.
- Built and launched the company website on WordPress, structuring the site architecture around target services, commercial search intent, and SEO scalability.
- Established the SEO foundation from the ground up, including keyword strategy, website architecture, content operations, and search-intent mapping.
- Developed money-keyword landing pages targeting high-intent commercial solar searches and optimized blog/content structures to expand topical coverage and strengthen internal linking.
- Managed a 4-member team, coordinating website development, SEO, content production, optimization, and execution.

Hunter Equipments —Digital Marketing Intern

Apr 2024 – Sep 2024

Hydraulic Equipment Supplier

- Built the initial keyword strategy around hydraulic equipment, products, applications, and commercial search intent.
- Developed website and page architecture to organize product and service content around targeted search demand.
- Created and optimized SEO content for hydraulic equipment and related industry searches.
- Executed on-page SEO, including title tags, headings, content optimization, internal linking, and keyword placement.
- Structured content opportunities around product and industry-specific search queries, supporting the website's organic search foundation.

Freelance SEO Consultant

2024 – Present

Remote · Local, e-commerce & international clients

Party Hall — Lead Generation & PPC

- Managed approximately ₹1L in Meta Ads spend, generating ₹40L in attributed revenue — 40× ROAS.
- Generated up to 332 leads from a single campaign, optimizing audience targeting, creatives, budgets, and lead acquisition costs.

Sri Vetrivel Garments — Local SEO & Recruitment PPC

- Optimized Google Business Profile and Local SEO to strengthen local visibility and business discovery.
- Executed PPC recruitment campaigns to generate applications and enquiries for garment-industry hiring requirements through audience and location-based targeting.

Boldborne Solar — Dubai

- Built the SEO and website strategy for a Dubai-based solar company targeting commercial solar and solar EPC searches across the UAE.
- Developed keyword strategy, competitor analysis, website architecture, landing-page structure, and SEO content planning for the international market.

EDUCATION & CERTIFICATIONS

Bachelor of Engineering — Government College of Technology, Coimbatore

2014 – 2018

Certifications: SEO and Google Ads — LinkedIn Learning · Languages: English, Tamil