

ANSHUMAN SINHA

SEO Specialist | Technical SEO | Programmatic SEO | AEO / GEO | AI Automation
Bengaluru, India | +91 70336 80524 | anshumansinha2001@gmail.com
Portfolio | LinkedIn

PROFESSIONAL SUMMARY

SEO Specialist and Computer Science Engineer with over **2+ years of experience** in technical SEO, programmatic SEO, SaaS SEO, content strategy, AEO/GEO, and SEO automation. I manage SEO for SaaS and client websites, improve search visibility and lead generation, and optimize YouTube channels.

Coming from a web development background, I can implement technical SEO changes myself and build AI tools that take over repetitive work such as content production and outreach. I have owned SEO projects from research and strategy through to implementation, testing, and reporting.

SKILLS

SEO: Technical SEO, Programmatic SEO, SaaS SEO, On-Page SEO, Off-Page SEO, Local SEO, Keyword Research, Competitor and SERP Analysis, SEO Audits, Internal Linking, Search Intent, Content Gap Analysis, SEO Experiments

AI, AEO and Automation: AI Agents, Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), AI Search Optimization, Content Automation, Email Outreach Automation

Content and Marketing: Content Strategy, Content Marketing, YouTube SEO, Reddit Marketing, LinkedIn Content

Development: Next.js, React.js, Node.js, Express.js, MongoDB, JavaScript, CSS, Tailwind CSS, REST APIs, Server-Side Rendering, Open Graph

Tools: Google Search Console, Google Analytics, CMS Platforms, SEO Research and Analysis Tools

PROFESSIONAL EXPERIENCE

SEO Specialist

May 2025 to Present

Wisemonk, Bengaluru, India

- Helped grow monthly lead generation from single digits to double digits, which contributed directly to revenue.
- Run SEO across technical, on-page, programmatic, off-page, and content SEO for the company website.
- Built an **AI-powered SEO content writing agent** that automates several stages of content production, cutting manual effort and increasing output.
- Built an **AI-powered email outreach agent** for off-page SEO that handles repetitive link building and campaign follow-ups.
- Built **programmatic SEO pages** at scale to capture search demand the main site was not covering.
- Applied **AEO and GEO tactics** so that our content gets picked up by AI search tools and answer engines.
- Handle keyword research, competitor analysis, SERP analysis, and content gap analysis to find new growth opportunities.
- Plan search-focused content around user intent, then test and track results in Search Console and Analytics.

SEO Executive

Nov 2024 to May 2025

Punt Partners, Bengaluru, India

- Managed SEO for client websites including **VisitHealth and UltraTech**, working directly inside their CMS.
- Handled on-page SEO, keyword and metadata optimization, internal linking, and content improvements.

- Managed SEO for client **YouTube channels**, optimizing titles, descriptions, tags, and channel structure, which improved the organic reach of their videos.
- Adjusted SEO strategy across several client accounts in different industries and for different audiences.

SEO Intern

Oct 2024 to Nov 2024

Digital Corsel, Bengaluru, India

- Worked on live client projects doing keyword research, on-page optimization, and website analysis.
- Assisted on SEO campaigns and picked up practical audit and competitor analysis workflows.

PROJECTS

Influnca, Influencer Connecting Platform Web Development and SEO

- Built and shipped a production website that connects influencers with brands.
- Set up the page structure, metadata, and technical architecture for search from the start, so the platform could grow its organic traffic as content was added.

PatnaitesMedia, News and Media Website Web Development and SEO

- Built an SEO-ready news and media website designed to publish a high volume of articles.
- Delivered the technical setup, page templates, and metadata that the client's content and growth plans depended on.

AI-Powered SEO Automation AI Agents and Workflow Automation

- Built an AI content writing system and an AI email campaign system, connecting language models, APIs, and my own SEO process into working tools.
- Used these tools to replace repetitive daily SEO tasks, which freed up time for strategy and analysis.

EDUCATION

Visvesvaraya Technological University (VTU)

Nov 2020 to May 2024

Bachelor of Engineering, Computer Science. CGPA 8.0 out of 10.

National Institute of Digital Marketing, Bangalore

Sep 2024 to Dec 2024

Dynamic Digital Marketing Program.

CERTIFICATIONS

- **SEO Certification**, HubSpot Academy
- **Fundamentals of Digital Marketing**, Google Digital Garage
- **Full-Stack Web Development**, Udemy
- **JavaScript (Basic)** and **CSS**, HackerRank

Languages: English and Hindi