

AAKRITI JAIN

SEO & AI Growth Architect | 5+ Years Enterprise Organic Growth | 4M+ quarterly Sessions

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PROFESSIONAL SUMMARY

Enterprise SEO specialist who scaled platforms to 4M+ quarterly organic sessions. Generated 3M+ incremental sessions through technical SEO, content strategy, and AI-powered workflows. Expertise in GEO/AEO optimization, Core Web Vitals, and building AI-native search strategies that reduce turnaround by 30-40%. Proven track record leading cross-functional teams and delivering measurable business impact.

PROFESSIONAL EXPERIENCE

SEO & Organic Growth Specialist

Chegg India | New Delhi, India | December 2020 – October 2025 (5 years)

- Led enterprise SEO strategy driving 3M+ incremental organic sessions and sustained YoY 15-20% traffic growth; scaled bilingual platform from launch to 4M+ monthly sessions
- Improved organic CTR by 24% (title/meta optimization) and Core Web Vitals by 31%, directly increasing rankings and crawl efficiency
- Created, optimized, and refreshed 300+ SEO content assets; conducted audits across 200+ URLs increasing time-on-page by 22% and reducing bounce rate by 15%
- Designed and implemented LLM-powered SEO workflows (keyword clustering, brief generation, optimization) reducing content turnaround by 30-40% while maintaining quality
- Directed technical SEO audits resolving crawl budget inefficiencies, indexing gaps, and structured data issues; implemented Schema Markup (CourseSchema, LocalSchema, ArticleSchema)
- Built and maintained SEO dashboards (GA4, GSC, Ahrefs) tracking rankings, traffic, engagement, and ROI; developed custom reporting framework aligned to business KPIs
- Managed and mentored 15+ writers and interns; established SEO best practices and content publishing standards; collaborated cross-functionally with content, engineering, and product teams

Operations Executive

HDFC Bank | Meerut, Uttar Pradesh | June 2019 – June 2020

- Managed high-volume workflows with 98% accuracy and regulatory compliance; developed analytical discipline transferable to data-driven SEO operations

CORE COMPETENCIES

SEO Strategy: Enterprise SEO • Technical SEO • On-Page & Off-Page SEO • Keyword Research & Mapping • Content Strategy & Architecture • Topic Clustering • Search Intent Modeling • E-E-A-T Optimization • Semantic SEO

AI Search Optimization: Answer Engine Optimization (AEO) • Generative Engine Optimization (GEO) • LLM-Powered Workflows • AI Content Strategy • Prompt Engineering • AI Agent Workflow Design

Technical Skills: Core Web Vitals Optimization • Page Speed Optimization • Mobile SEO • Crawl Budget Optimization • Schema Markup • Indexation Management

Analytics & Tools: Google Analytics 4 • Google Search Console • Ahrefs • Semrush • Screaming Frog • Looker Studio • Advanced Excel • Power BI • Notion • NotebookLM • Canva

Leadership: Team Management (15+ people) • Cross-Functional Collaboration • Stakeholder Management • Process Documentation

KEY IMPACT METRICS

Incremental Sessions	3M+
CTR Improvement	+24%
Core Web Vitals Score	+31%
AI Workflow Efficiency	-30-40%
Content Assets Optimized	300+

FEATURED WORK

Built live tools and systems (not just strategy): AEO Visibility Checker tool, AI Research-to-Content workflow, Personal portfolio. [View on portfolio](#)

EDUCATION

LLB (Meerut College, 2021) • MBA Marketing (Vidya School of Business, 2019) • B. Com (Ch. Charan Singh University, 2016)