



# PRABIR MANDAL

## SEO SPECIALIST

### CONTACT

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Siliguri, West Bengal

www.prabirmandal.com

### EDUCATION

2019 - 2020

RABINDRA BHARATI UNIVERSITY

- MA in English Literature

2017 - 2019

MUNSHI PRENCHAND COLLEGE

- BA in English Literature

### SKILLS

- On-Page & Off-page SEO
- Team & Project Management
- Technical SEO Audits
- Keyword Research & Analysis
- SEO Strategy Development
- SEO Tools (Ahrefs, SEMrush, Screaming Frog, etc.)

### LANGUAGES

- Bengali (Fluent)
- English (Fluent)
- Hindi (Fluent)

### PROFILE

Results-driven SEO Specialist with over six years of experience in boosting organic traffic, improving search rankings, and increasing organic leads. Skilled in on-page, off-page, and technical SEO, keyword research, and data-driven strategy development to help businesses grow their digital presence.

### WORK EXPERIENCE

#### Appycodes

2025 - PRESENT

SEO Specialist

- Working as an SEO Specialist at Appycodes, managing SEO for multiple international and domestic clients across various industries.
- Execute tailored SEO strategies including technical audits, keyword targeting, and content optimization to improve search visibility.
- Collaborate with cross-functional teams to deliver measurable growth.

#### North Bengal Tourism

2019 - 2024

Digital Marketer & SEO

- Managed SEO, SEM, and content marketing at North Bengal Tourism to enhance online visibility and engagement.
- Improved rankings and conversions for travel sites like Darjeeling Yatra and Dooars Trip through data-driven strategies.
- Developed targeted content plans to drive consistent organic traffic.

#### Marina Infotech

2019 - 2024

SEO Executive

- Led end-to-end SEO strategies and Google Ads campaigns, boosting organic traffic, rankings, and conversions.
- Optimized Google Ads performance through budget control, A/B testing, and targeting to drive measurable business growth.