



AKASH FRANCIS

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Results-driven **SEO Executive & Digital Marketing Specialist** with **3+ years of experience** across India and UAE. Expertise **on-page, off-page, and technical SEO**, along with **Google Ads and performance marketing**. I am proficient in **GA4, Search Console, SEMrush, Ahrefs, HubSpot, and WordPress**. Focused on improving **rankings, traffic, and lead generation** through data-driven strategies.

AREA OF EXPERTISE

- Google Ads & Performance Marketing
- On-Page, Off-Page & Technical SEO
- Keyword Research & Competitor Analysis
- SEMrush, Ahrefs, Moz, Ubersuggest
- SEO Audits & Website Optimization
- Google Analytics (GA4) & Search Console
- SEMrush, Ahrefs, Moz & Ubersuggest
- HubSpot CRM & Marketing Automation
- WordPress CMS Management
- Content Strategy & SEO Optimization
- Conversion Rate Optimization (CRO)
- Leadership & Team Collaboration
- Problem Solving & Technical Debugging
- Microsoft Office Suite

PROFESSIONAL EXPERIENCE

POF Rental -Dubai, UAE

SEO Media Executive Jun 2025 - Present

- Grew organic traffic by **300%+**, scaling monthly visits from ~1,000 to 4,000, and expanded keyword rankings from **100 to 380+** first-page positions through targeted SEO strategies.
- Managed and optimized paid advertising budgets exceeding **1Million+** across **Google Ads and Meta platforms**, consistently generating high-volume qualified leads.
- Executed **on-page, off-page, and technical SEO audits** using **SEMrush, Ahrefs, Screaming Frog, GA4, and Search Console**, resolving crawling and indexing issues and improving site health.
- Led cross-functional collaboration with content, graphics, and video designers to optimize website pages and social media campaigns, driving higher engagement and conversions.
- Assisted in **WordPress to AWS website migration**, providing SEO guidance and ensuring smooth technical transition, and delivered training sessions on the new website to the call center team.
- Coordinated with teams for payment request management via WeCom and overall project execution, ensuring efficiency, accuracy, and timely delivery of results.
- Utilized HubSpot CRM and marketing automation to track campaigns, analyzed performance metrics, and optimized strategies for maximum ROI and lead generation.

Don Bosco School CBSE -Karnataka, India

COMPUTER SCIENCE TEACHER & DIGITAL MARKETING EXECUTIVE Jun 2024 - Apr 2025

- Delivered engaging Computer Science lessons to **100+** high school students, improving average class performance by **20%**.
- Designed and maintained the school's official website using HTML, CSS, and WordPress, increasing online engagement.
- Planned and managed digital marketing strategies, including SEO and Google Ads, which contributed to a **40%** boost in online admissions inquiries.
- Analysed digital campaign performance using Google Analytics, optimizing ad spend efficiency by **25%**.
- Collaborated with school leadership to align technology integration with academic goals, enhancing overall digital presence.

Addpro Network Pvt Ltd, Bangalore, India

SEO EXECUTIVE Aug 2022 - Jul 2024

- Conducted in-depth keyword research and gap analysis across 30+ client websites, improving organic traffic by an average of **25%** within 6 months.

- Performed competitor audits and recommended content/technical enhancements that led to boost in search visibility.
- Optimized on-page elements (titles, meta descriptions, headers, internal links) and improved SEO health scores to across key pages.
- Executed technical SEO audits using Screaming Frog, Ahrefs, and SEMrush; resolved crawling and indexing issues, reducing errors by **70%**.
- Managed backlink building campaigns, acquiring high-authority backlinks through white-hat strategies, increasing domain authority.
- Collaborated with content writers and designers to ensure SEO best practices were followed during content and web development.

Logtech Informatics Pvt Ltd – Kerala, India

SOFTWARE SUPPORT ENGINEER Aug 2020 – June 2022

- Delivered first-level technical support to users, resolving **95%** of software issues within the first contact.
- Assisted in the implementation and configuration of CRM and ERP software for educational institutions and businesses, reducing deployment time.
- Conducted training sessions for end-users, resulting in a **40%** reduction in support tickets through improved user understanding.
- Created comprehensive user manuals and documentation, enhancing onboarding and system usage for clients.
- Provided post-deployment support, ensuring a smooth transition with minimal downtime and increasing customer satisfaction.

EDUCATION

Bachelor of Computer Applications (BCA)

Kannur University – Kerala, India

2020

PROJECT

Project Title: Mobility Model of Theme Park Visitors

Technology Used: Python, MySQL

- Developed a Python-based simulation to analyse crowd density and visitor movement in theme parks.
- Implemented realistic human mobility models to assess and enhance the performance of mobile wireless networks.
- Used MySQL for storing and retrieving visitor data efficiently.
- Focused on optimizing network performance through accurate human mobility tracking and density analysis.

CERTIFICATION

- The Fundamentals of Digital Marketing — Google (IAB Certified)
- Digital Marketing Certification — HubSpot Academy
- International SEO — SEMrush Academy
- Technical SEO Course - SEMrush Academy
- Social Media Marketing Crash Course — Semrush Academy
- Navigating On-Page and Technical SEO — Semrush Academy

ADDITIONAL INFORMATION

- **Languages known:** English, Malayalam, Tamil, Hindi
- **Software proficiency:** Microsoft Office Suite (MS Word, MS Excel, PowerPoint) Google Analytics, Google Search Console, SEMrush, Ahrefs, Moz, Site Audits, Schema Markup, XML Sitemaps
- **Passport Details:** Passport No – B 9693051, Passport Expiry – 22/04/2034
- **Nationality:** Indian

REFERENCE

Can be submitted upon request.