





# Shuvo Ray

FULL-STACK DIGITAL MARKETER | AI-DRIVEN SEO SPECIALIST

 [shuvoray.com](http://shuvoray.com)  
 [info@shuvoray.com](mailto:info@shuvoray.com)

 +8809638097837

 +8801780516362

## About Me:

Hi there, This is Shuvo Ray. An SEO expert with 5 years of hands-on experience in improving website visibility and boosting organic search rankings. I specialize in on-page, off-page, and technical SEO, as well as SEO (Search Engine Optimization), AEO (Answer Engine Optimization), and GEO (Generative Engine Optimization). I also optimize your business content for AI-powered search results, including ChatGPT, Gemini, Copilot, and other generative question-answer engines.

Using data-driven strategies, I ensure increased organic traffic to your website. Staying updated with the latest SEO trends and search engine algorithms is a key part of my professional commitment.

## Education:

### Computer Science & Engineering (CSE)

- Freelancers Academy, Mumbai
- Outsourcing BD Institute, Rongpur

## Certification:

- HubSpot Academy ([Open](#))
- SEMrush Academy ([Open](#))
- [Surfer Academy](#) ([Open](#)).

## My Skills:

- Website Audits & Analysis
- SEO Strategy & Planning
- Speed Optimization
- Keyword Research
- On-Page SEO
- Content Optimization
- Technical SEO
- Advanced Schema Markup Optimization
- Answer Engine Optimization (AEO)
- Generative Engine Optimization (GEO)
- Off-Page SEO
- Local SEO
- Link Building & Outreach
- Daily SEO Reporting & Performance Tracking

**Tools:** Google Search Console, Google Analytics, SEMrush, Ubersuggest, Ahrefs, Moz, etc.

## Professional Experience:

### Freelance SEO Specialist | Fiverr & Upwork | Remote

Provided On-page, Off-page, and Technical SEO services for international clients through Fiverr and Upwork, helping businesses improve organic search visibility, Google rankings, and overall website performance. Successfully optimized 3K+ websites across multiple industries using data-driven SEO strategies.

### SEO Specialist | ROYAL Bakery | Remote Job

Managing website SEO, AEO and GEO. On-page SEO, Off-page SEO, Technical SEO, Content Optimization, and Local SEO to improve search visibility and organic traffic. Also handling website Cybersecurity, Social media management, and overall digital presence to strengthen brand awareness and online performance.

### Full Website SEO | The Costume Company

Worked on On-page SEO, Technical SEO, and Link Building for The Costume Company, helping to improve their online visibility and search engine rankings.

### AEO & GEO Specialist | Remote

Optimizing website content and digital presence for AI-powered search platforms, including ChatGPT, Gemini, Copilot, and other generative search engines. Worked on Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), structured content optimization, entity-based SEO, and AI search visibility improvement strategies to enhance online discoverability and user engagement.

## Additional Experience:

- Social Media Management
- YouTube Video SEO
- Paid Marketing
- Lead Generation
- Website Cybersecurity
- Website Malware Cleaning
- Digital Brand Optimization

## SEO Analyst:

Analyzed competitor websites and SEO strategies to identify gaps and opportunities.

Quality backlinks have been increased through DA (Domain Authority) and PA (Page Authority) analysis and competitor backlink analysis. In addition, quality link-building activities have been conducted to improve SEO, which has made it possible to bring the website to the forefront of search results, leaving competitors behind.

Performed regular SEO audits and efficiently handled on-site migrations to ensure stable search engine rankings

**Languages:** English, Bangla & Others (if applicable)

I am committed to improving website visibility and helping businesses achieve higher search engine rankings through effective SEO strategies