

HARSH SHARMA

SEO Manager | Technical SEO, International SEO and Organic Growth

Gurugram, Haryana, India | harsh428@outlook.com | +91 9158800186 | linkedin.com/in/harsh-sharma-8758a682

PROFESSIONAL SUMMARY

SEO manager with 9 years of experience leading organic growth across sports media, iGaming, publishing and SaaS. Owns multi-site portfolios end to end, covering technical SEO, site migrations, international hreflang architecture, editorial strategy and internal linking systems. Recovered a site from a Google manual action, delivered 200%+ year-on-year organic visibility growth, and scaled a publishing operation past 1M monthly organic sessions. Manages teams of up to five and works closely with product, engineering, design and content. Currently building AI-assisted SEO workflows for rank monitoring, content briefing, internal linking and competitor analysis.

CORE SKILLS

Technical SEO: Site architecture, site migrations, crawl and index management, log file analysis, international SEO, hreflang, subdirectory and multi-market setups, structured data and JSON-LD schema, Core Web Vitals, technical audits, redirect and indexation troubleshooting, Google manual action recovery

Content and Editorial SEO: Keyword research, search intent and SERP analysis, content strategy, editorial workflow design, content briefs, topical clustering, internal linking frameworks, Google Discover and Top Stories, on-page optimisation

AI Search and Automation: Structured data and direct answer content for AI search surfaces, Search Console AI reporting, LLM-assisted SEO workflows using Claude and ChatGPT, MCP integrations, Streamlit reporting dashboards, workflow automation for content and reporting teams

Analytics and Tools: Google Search Console, Google Analytics 4, Looker Studio, Tableau, Ahrefs, Semrush, Screaming Frog, OnCrawl, Google Sheets, Excel, WordPress, in-house and headless CMS, Jira

Leadership: Team management of up to five direct reports, cross-functional coordination across product, engineering, design, content and social, roadmap and sprint planning, process design, stakeholder reporting

PROFESSIONAL EXPERIENCE

SEO Site Manager, MoveUp Media Nov 2025 - Present

iGaming | UK, Ireland, Nigeria and India markets

- Own organic search strategy for a portfolio of English market sites including toffeeweb.com and footballfaithful.com, plus subdirectory-based localised properties for Ireland, Nigeria and India.
- Delivered 60% month-on-month growth in conversions across commercial and editorial pages.
- Led organic expansion into three new markets, designing the subdirectory architecture and hreflang implementation that supports them.
- Run SERP intelligence and competitor analysis on high-competition commercial keywords, converting findings into content and site architecture roadmaps.
- Run site migration work across the portfolio, covering redirect mapping, indexation monitoring and post-migration performance recovery.
- Design internal linking and content architecture frameworks spanning commercial and editorial page types.
- Partner with product and engineering to specify and ship SEO driven platform improvements.
- Build automated dashboards and monitoring workflows for rankings, indexation and organic performance.

Web Project Manager, Parth Tech Nov 2024 - Nov 2025

Sports media | OneCricket and CREX platforms

- Delivered 200%+ year-on-year growth in organic visibility.
- Owned the web architecture for the OneCricket platform, leading delivery across design, engineering, content and social teams.
- Led site migrations for the CREX and OneCricket platforms, covering URL structure, redirect mapping and indexation monitoring through launch.
- Specified SEO driven product features that improved discoverability of high-value content pages.

- Ran roadmap planning and sprint coordination across cross-functional teams.
- Directed the build of Python-based dashboards for editorial performance monitoring.
- Established structured delivery workflows that improved handoffs between product, content and engineering.

Organic Performance Manager, Better Collective Apr 2023 - Oct 2024

Sports media and betting affiliate

- Recovered the site from a Google manual action penalty, restoring organic traffic.
- Rebuilt site architecture to improve crawlability and indexation.
- Ran log file analysis to understand search bot behaviour across the site, using crawl distribution to prioritise pages needing attention, surface growth opportunities and identify internal linking gaps.
- Planned and executed site migration work, covering redirect mapping, indexation monitoring and post-migration performance recovery.
- Managed a team of five SEO writers and analysts, including workload planning, review and process design.
- Led SEO planning for major sports events, aligning editorial output with demand spikes.
- Optimised content for Google Discover and Top Stories.
- Ran technical SEO audits and ongoing performance analysis across the site.

Assistant Manager, SEO, Sportskeeda Nov 2020 - Mar 2023

Large-scale sports publishing

- Optimised 2,000+ articles contributing to over 1M monthly organic sessions.
- Grew Google Discover traffic by 30 to 40%.
- Launched a new content section that scaled to 300K+ ranking keywords.
- Built automated editorial dashboards in Google Sheets and Excel for keyword and performance tracking.
- Ran SERP analysis and editorial keyword strategy for a high-volume newsroom.
- Worked with engineering teams to diagnose and resolve technical SEO issues.

Product Evangelist, PeopleHum Nov 2018 - Oct 2019

HR SaaS

- Supported SaaS growth marketing across CRM workflow automation, email campaigns and SEO.

Digital Marketing Executive, YOAPP Aug 2017 - Jun 2018

Pune, India

- Handled content writing, paid ad campaigns and Facebook page management, using Google Analytics to measure content performance and guide topic selection.

AI SEARCH AND AUTOMATION PROJECTS

- Internal linking dashboard: a Streamlit application connected to Google Sheets that maps current internal link distribution per page and recommends the best target pages for new links.
- Daily rank and competitor monitoring: automated workflows that produce daily insight reports and content recommendations for the editorial team based on ranking movement and competitor changes.
- Content operations automation: automated brief generation, content optimisation checks and helpful content quality review used by working content teams.
- Built end to end using Claude, ChatGPT and MCP integrations, taking each from concept to live use.
- AI search visibility: structure pages with schema markup and direct answer formats designed to be cited by AI answer surfaces, and use Search Console AI reporting to track visibility as the data becomes available.

EDUCATION

Bachelor of Engineering, Computer Science 2018

University of Pune