Abhay Singh

Software Engineer | Product Development, Analytics & Growth

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PROFILE

Software engineer with ~3 years across frontend development, SEO and digital product delivery. Plans, builds and launches search- and AI-optimised web properties, turns business requirements into lead-generating user journeys, and works with design, content, marketing and leadership. Measures results with GA4, Search Console, Clarity and Ahrefs.

~3 Years Experience | 50+ Marketing Landing Pages | 20+ Websites Built & Managed | 5 eCommerce Stores | Technical SEO Score 50% → 98% | AEO · GEO · AI Search Visibility

PROFESSIONAL EXPERIENCE

Cogent Infomedia, *Web Developer · Software Engineering & Product Delivery* 09/2024 – present

- Planned, built and SEO/AEO-optimised **CareBravo.com, Caryfy.ai** and a wider ecosystem of 20+ PHP and React sites, covering technical SEO, schema, backlinking and E-E-A-T. Raised technical audit health from ~50% to 98%; CareBravo now has a Domain Rating of 41 (Ahrefs).
- Proposed and built an **account-based marketing (ABM)** play for CareBravo: an interactive diagnostic calculator that gives each target agency personalized results and an emailed report, and captures them as qualified leads. It is the primary conversion goal for outreach campaigns.
- Built **n8n automations** for personalized email campaigns: target-audience research, segmentation, data scraping and lead enrichment, with suppression rules and approval gates before launch.
- Joined as a frontend developer and grew into owning PHP and React sites and helping build a cross-functional marketing pod (developers, designers, writers) that plans and runs campaigns, setting tasks, deadlines and approvals and flagging process gaps to management.

Dollarsandyou, *Frontend Web Developer* 11/2023 – 09/2024

- Shipped 50+ responsive marketing landing pages from Figma wireframes (Unbounce, Webflow, WordPress) under campaign deadlines.
- Applied A/B testing and conversion rate optimization (CRO) on campaign landing pages, using heatmap analysis to refine CTAs and layouts, associated with an 18% bounce-rate reduction.

SKILLS

Product Delivery: Requirements clarification, User flows, Information architecture, Feature planning, Release coordination & QA, Stakeholder communication

SEO, Analytics & CRO: Technical SEO, AEO, GEO, Schema, Backlinks, E-E-A-T, GA4, Search Console, Tag Manager, Clarity, Ahrefs, Moz, A/B testing, CRO, Heatmaps

Engineering: JavaScript, React, HTML5, CSS3, PHP, REST APIs, Git / GitHub, Netlify, Supabase integrations

Growth & Automation: n8n automation, Apify scraping, Audience segmentation, Lead enrichment, UTM tracking; familiar with Instantly, Mailjet

Design: Figma, Responsive UI, Wireframe-to-code, CRO Expert

EDUCATION

CT University, Ludhiana 2020 – 2024

B.Tech, Computer Science – 8.0 CGPA

KEY PROJECTS

The Balloon Guy LA *(theballoonguyla.com ↗)*, *Migration + SEO*

- Complete design, development and launch of the redesigned site with SEO preserved: all URLs and link equity retained through redirect mapping and a structured-data refresh, plus mobile-first UX and Core Web Vitals gains.

Texas PI Experts *(texaspersonalinjuryexperts.com ↗)*, *ACF + SEO*

- Fully dynamic legal site built with ACF Pro, custom post types and structured schema for a competitive US market.

Swadeshi Spiritual *(swadeshispiritual.in ↗)*, *WooCommerce*

- WooCommerce store for a 115K+ follower influencer brand; custom schema, rich snippets and conversion-focused UX.

Webflow Projects, *Webflow*

- Webflow websites built: *ignitegrowth.io ↗*, *kimoadvisory.com ↗*, *adstronaut.io ↗*

Bell & Brunt *(bellandbrunt.com.au ↗)*, *Optimization*

- Technical SEO, CSS extraction, caching and plugin/theme maintenance on an enterprise-level production site.