

Resume

Naresh Kumar

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Career Objective

I would like to further develop my skills with a company that can offer opportunities for growth and career advancement. My professional experience in SEO includes site analysis, on-page optimization, strategy development and social media marketing for businesses and professionals. I have worked with clients from various parts of the world in many different niches.

Professional Synopsis

- Currently, Sr. SEO Executive with 5.6 Year of Experience.
 - Perform SEO Architecture activities including complete site audits and analysis on small and large scale websites.
 - Job description includes website source code analysis, keyword Analysis, research and recommendation, competitive analysis, content optimization, writing keyword rich page specific tags, link promotion, SEO advisor on custom site development, E-commerce and open source development includes WordPress etc, SEO reports on campaign deliverable on ranking, traffic and recommendation, increasing the client's visibility and sales conversion.
 - Expertise with Google Analytics, SEO Tools such as back link tracking tool, keyword analysis tool (Google Keyword Planner and Word Tracker), keyword density check tool, Link popularity check tool, SERP keyword tool.
 - Creation of SEO & SMO Strategy according to Niche of the Website.
 - Ability to work on effectively multi-task against several complex projects concurrently.
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Professional Experience

May ' 15 – Till Now

Company Name: MPGBIS PVT. LTD.

Sr. SEO Executive

- ✓ Reporting to Manager and team handling
- ✓ Handling Many Websites, SMO Projects, Local Listing Projects
- ✓ Website Source Code Analysis
- ✓ Keyword Analysis, Research And Recommendation
- ✓ Competitive Analysis
- ✓ Content Optimization
- ✓ Managing the On–Page SEO activities
- ✓ Link Promotion
- ✓ Architecture Analysis Including Server Related Issues
- ✓ Seo Advisor On Custom Site Development
- ✓ E-Commerce And Open Source Development Includes Wordpress
- ✓ Seo Reports On Campaign Deliverable On Ranking, Traffic And Recommendation
- ✓ Increasing The Client's Visibility
- ✓ Creation of SEO & SMO Strategy according to niche of the Website
- ✓ Managing Off-Page SEO Activities for example: Blog Submission, Blog Commenting, Forum Activities, Social Page Creation, Guest post, Link Exchange, Review Creation, Google local listing etc.
- ✓ Creating & maintaining Blogs
- ✓ SMO - Facebook, Twitter, Linkedin, Google Plus, Pinterest, Stumbleupon etc.
- ✓ Generating Daily, Weekly, Monthly, Quarterly, Half Yearly reports for traffic, sitemap, cache, Review Presentation

March,14 – April 15
Executive

Company Name: SoftMozer Business Consulting LLP

Digital Marketing

- ✓ Managing the On–Page SEO activities
- ✓ Managing Off-Page SEO Activities for example: Blog Submission, Blog Commenting, Forum Activities, Social Page Creation, Guest post, Link Exchange, Review Creation, Google local listing etc.
- ✓ Creating & maintaining Blogs

October11 – March 14

Company Name: TradeXL Media PVT.LTD.

SEO Executive

- ✓ Managing Off-Page SEO Activities(Link building) for example: Blog Submission, Blog Commenting, Forum Activities, Social Page Creation, Guest post, Link Exchange, Review Creation, Google local listing etc.

ACADEMIC QUALIFICATIONS

- Bachelor of Technology (B.Tech) from R.T.U , Kota in **2011(69%)**.
- 12th from Haryana Board of School Education, A.S.D. Narnaul 2007(66%).
- 10th from Haryana Board of School Education, B.H.S. Bhungarka 2005(75%).

Reporting Tools

- **Google Analytics :** Setup Account, Real Time, Audience, Traffic Source, Conversions etc.
- **Goole Webmaster:** Setup Account, Traffic analysis, Website Health issues, HTML Improvement etc.

Projects:

- www.tradexl.com/
- www.jaykhodiyar.com/
- www.jaykhodiyar.in/

Social Media Optimization(SMO) SKILLS

- | | | |
|--------------|-------------|----------------|
| 1. Facebook | 2. Twitter | 3. Youtube |
| 4. Pinterest | 5. LinkedIn | 6. Google Plus |

Local Listings

1. Google map listing

PERSONAL DETAILS

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|---|------------------|---|--------------------------------|
| • | Date of Birth | : | 25 th December 1989 |
| • | Marital Status | : | Single |
| • | Language Known | : | English & Hindi |
| • | Current Location | : | Gurgaon |

(Naresh Kumar)