

# Resume

<Title>**ABHISHEK KUMAR**</Title>

**BACHELOR OF TECHNOLOGY**

Pandev Nagar- Shadipur, New Delhi

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<Meta Name="Career Objective" Content="To work in a growth oriented organization where I can assimilate my SEO, Inbound Marketing and Social Media knowledge for organization success and objective.">

<Meta Name="Keywords" Content="passionate SEO, love digital media, learn everyday">

<H1>**Work Experience**</H1>

- Presently Working With **Sirez Group** as a **Sr. SEO Executive**

**Roles & Responsibility:**

- On page SEO and OFF page SEO activities.
- Monitoring Google Webmaster, Analytics and Social Media.
- Create SEO strategy, Competitor Analysis, Meta Tags, Schema Markup etc.
- Prepare Monthly SEO and GA reports for clients.

- Worked as a **Sr. SEO Executive** with **ClixLogix Technologies Pvt. Ltd** from April'14 to August'14.

**Roles & Responsibility:**

- On page optimization for client websites from UK, US, Canada and Detuch.
- Managing content and off page submission team.
- Pre SEO analysis and Competitor Analysis for the clients.
- Prepare Weekly SEO Report and Progress Report.

- Worked as **SEO & SMO Executive and Blogger** with **Momentum Software** from Dec'12 to March'14.

**Roles & Responsibility:**

- Write and post content on BlogSpot & Website related to Mobile Deals.
- Involved in all off page SEO activities.
- Promoting website through social media channels.
- Handle website related to Loans, Mobiles, and Travels.

## <H2>Academic Qualification</H2>

S. No	Qualification	Board/University	Year
1	B.Tech (Information Technology)	MIT, Moradabad (UPTU)	2012
2	XII Standard	MVM (CBSE Board)	2008
3	X Standard	KNICE (CBSE Board)	2006

## <H3>TECHNICAL SKILL SET</H3>

- **Scripting Languages:** Basic Knowledge of HTML and CSS.
- **SEO Tools Used:** Google keyword Planner, Google Webmaster & Analytics, MozBar, Majestic SEO, Screaming Frog etc.
- Working Knowledge of Dreamweaver and Adobe Photoshop.

### SEO, Social Media and Digital Marketing Skills:

**On Page SEO:** Title & Meta Tags creation, Content Checkup, Keyword Analysis, Alt Tag, Check Broken Links, Anchor Text, XML Sitemap, robots.txt, URL Mapping, URL Structure, Schema Markup, Open Graph tag implementation, Twitter Card Implementation, Knowledge graph implementation, Mobile SEO etc.

**OFF Page SEO:** Social bookmarking, Forum participation, Blog commenting, File Sharing, Image Sharing, Infographics, Video Sharing, Blog posting & sharing on BlogSpot, Tumblr and Wordpress, Micro site submission, Local SEO, Business listing etc.

**Social Media:** Knowledge of Social Bookmarking sites, Social Profile creation and Optimization, Visual content posting to attract visitors and for conversion, ORM, brand promotion, email marketing etc.

### Some Projects that I have managed:

www.6monthloans.ca  
www.quickloanssameday.ca  
www.cash-today.com.au  
www.loanswithoutcheckingaccount.net  
www.appleiphone4sdeals.net  
www.appleiphone4sdeals.net  
www.appstoredownloads.com  
www.yepmeworld.com

www.kooshoo.com  
www.clixlogix.com  
www.essemengineers.com  
www.southerntravelsindia.com  
www.blackberrys.com  
www.nord51.com  
www.contentmarketingsummit.com  
www.sirez.com

### Extra – Curricular Activities:

- Participated in Cultural, Sports and Academics Activities at school and college level.
- Volunteered many functions and Events at school and college level
- I was the Vice Captain in sports during school days

**Personal Details:**

- Date of Birth : 18<sup>th</sup> May,1991
- Marital Status : Unmarried
- Gender : Male
- Languages Known : English and Hindi
- Hobbies: Internet Junkie, Cricket, Photograph, Listen Soft songs, Read and Write Blogs.
- Nationality : Indian
- Hometown: Sultanpur, 228001 (UP).

I hereby do solemnly affirm that the details furnished above are true to the best of my knowledge.

(ABHISHEK KUMAR)