

GULSHAN KUMAR



SEO SPECIALIST

SUMMARY

SEO Executive with exceptional knowledge and demonstrated leadership in social media campaigns and marketing. Liaised online and in-person with clients to enhance communications and campaigns marketing Product or service. Knowledgeable with Software. Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing business success and boost sales. Excellent analytical, organizational and decision-making abilities. Hardworking and passionate job seeker with strong organizational skills eager to secure entry-level Job Title position. Ready to help team achieve company goals. To seek and maintain full-time position that offers professional challenges utilizing interpersonal skills, excellent time management and problem-solving skills. SEO Executive with Number years of experience in effective online marketing and optimization. Performed online research and keyword searches targeting new and potential clients. Produced performance reports using analytical data gained from research and client analysis

EXPERIENCE

Digital Marketing Consultant

THINK UNITED SERVICE- (2021 AUG- AT PRESENT)

Advised C-level executives on online marketing, display advertising, social media, and mobile advertising

- Worked closely with the marketing services leader, marketing services consultant, and other marketing professionals to develop and execute SEO campaigns.
- Developed optimization strategies that increased search engine rankings.
- Provided recommendations and executed strategies for content development in relation to keyword-specific SEO goals.
- Increased keyword usage from 20% to 50%.
- Developed and implemented 15 link-building campaigns.
- Updated content for maximum optimization and search engine rankings.

SEO Specialist

THINK UNITED SERVICES | 2023 - present

- Created dynamic SEO strategies to exceed market competitors and meet client needs.
- Reviewed and optimized client sites to improve keyword targeting URL strategies, website architecture and content.
- Collaborated with editorial and marketing teams to drive SEO in content creation and content programming
- Collaborated closely with public relations staff to develop outreach campaigns.
- Utilized search engine optimization and emphasized importance of link building
- Performed in-depth analysis of new client sites.
- Maintained knowledge of current market trends and algorithm updates of top search engines.
- Completed keyword research to target clients based on keyword targeting.
- Optimized copy and landing pages for search engine marketing purposes.
- Developed and implemented quality link-building strategies.

CONTACT

- 📍 Jeevan Park, uttam nagar, Delhi
- ☎ +919852328456
- ✉ gulshanjha24@gmail.com

EDUCATION

Kumaun University 2015-2018

Haldwani, Nainital (Uttarakhand)

Advance Tally: 2022

SKILLS

- Keyword optimization
- Google Analytics
- Link Buildings
- Off Page
- SMO
- Attention to Details
- Written Communication
- Teambuilding
- Training and Development
- Organization and Time Management
- Active Listening
- Excellent Communication
- Teamwork and Collaboration