

Contact

gauravkumar956022@gmail.com

www.linkedin.com/in/guarav-kumar-828b7928b (LinkedIn)

Top Skills

Backlinks

On-Page SEO

Google Search Console

Guarav Kumar

Aspiring SEO Specialist | SEO Intern Focused on Backlinks, On-Page SEO & Product Descriptions

Ghaziabad, Uttar Pradesh, India

Summary

Seeking an opportunity to contribute to a world-class, dynamic organization that offers a challenging and competitive environment. Eager to leverage my knowledge base and personal attributes to drive the achievement of organizational goals.

Experience

Global Trendz

SEO Intern

April 2025 - Present (4 months)

New Delhi, Delhi, India

Backlink Building

- Conducted competitor backlink analysis and identified link-building opportunities
- Performed manual outreach for guest posting and collaboration
- Submitted website to relevant directories and classified platforms
- Created backlinks through blog commenting, social bookmarking, and profile creation

On-page SEO

- Optimized meta titles, descriptions, header tags (H1–H3), and URL structures
- Implemented keyword placements and internal linking strategies
- Audited pages for technical issues like broken links, duplicate content, and missing tags
- Used SEO tools like Google Search Console and Screaming Frog for on-page analysis

SEO Content Writing

- Wrote keyword-optimized product descriptions for e-commerce listings
- Created engaging category page descriptions to improve relevance and search visibility
- Ensured content was original, informative, and aligned with brand tone and SEO goals

SPAR India (Max Hypermarket India Pvt Limited)

3 years 8 months

Goods Receiving Executive

April 2022 - July 2025 (3 years 4 months)

Ghaziabad, Uttar Pradesh, India

- Properly accounting for the location of incoming goods
- Assuring no damaged items are sent or received
- Comparing packing lists to company purchase orders and ensuring that the products in each delivery match the packing list
- Updating the product inventory as products are received and added to the inventory
- Packaging products for return to vendors and filling out any paperwork necessary

Retail Cashier

December 2021 - March 2022 (4 months)

Ghaziabad, Uttar Pradesh, India

- Manage transactions with customers using cash registers
- Scan goods and ensure pricing is accurate
- Collect payments whether in cash or credit
- Issue receipts, refunds, change or tickets
- Redeem stamps and coupons
- Cross-sell products and introduce new ones
- Greet customers when entering or leaving the store
- Maintain clean and tidy checkout areas

Education

M.M.H. Collage (CCS University)

B.sc., Science · (2020)