



# PANCHUKUMAR P

## SEO Executive

### Contact

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- 📍 Bangalore, Karnataka, India

### Profile Summary

- Results-driven SEO Executive with 2 years and 8 months of experience in optimizing websites to improve search engine rankings, organic traffic, DA, PA, and building high-quality backlinks.
- Proficient in on-page, off-page, and technical local seo, with hands-on experience in tools like Google Analytics (GA4), Search Console, SEMrush, Ahrefs, Schema markup, and Page speed optimization.

### Education

2013 - 2017

Anna University

- B.E. – Electronics & Communication Engineering
- Thiagarajar College of Engineering, Madurai, Tamil Nadu

### Skills

- On-Page and Off-Page SEO
- Technical and Local SEO
- Basics of HTML, CSS, PPC, SMM
- Canva, GA4, GSC, Ahrefs, SEMrush
- Keyword and Competitor Analysis
- SEO Audit, Google Keyword planner
- Basic Google ads and SMM
- Word press, AEO, GEO
- Screaming Frog, Keywordtool.io

### Languages

- English: Professional Proficiency
- Tamil: Native Speaker

### Availability

- Immediate joining is preferred.

### Work Experience

**SEO Executive OnestepGrow Pvt. Ltd, Bangalore**

**NOV 2022 - JUNE 2025**

- Developed and executed SEO strategies to increase organic visibility.
- Optimized the website's content, on-page and off-page seo, technical seo, and Local seo.
- Conducted regular keyword tracking reports weekly & SEO audits and performance tracking.
- Created designs in Canva like infographics, PDFs, and PPT for content work.

### Key Achievements

- Boosted organic traffic by 30% in 6 months through content-strategic SEO execution.
- Achieved 10 keywords ranking in 1st to 15th position on search engines. 5+ medium and high-volume keywords.
- Led backlink acquisition campaigns, securing 6+ guest posts.
- Delivered comprehensive SEO reports using GA4 and Search Console.

**Assistant Manager - Bdreamz Global Solutions Pvt. Ltd, Bangalore**

**Dec 2018 - July 2021**

- Managed daily SEO operations, team coordination, and KPI tracking.
- Led resource planning and team performance evaluations.
- Oversaw link-building activities and maintained content quality standards.

**Testing Engineer - Thiagarajar Telekom Solutions Ltd, Madurai**

**July 2017 - Sept 2018**

- Worked on RF circuit development and testing.
- Conducted antenna tests in anechoic chambers.