

# Neeraj Kumar

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## Summary

Results-driven SEO professional with 5+ years of experience in organic growth, content strategy, and technical SEO. Improved search rankings and visibility through data-driven keyword research and on-page optimization using tools like Ahrefs, SEMRush, and Google Search Console. Excels at collaborating with cross-functional teams to enhance digital performance and drive measurable growth.

## Professional Skills

- **Technical Skills:** SEO, Technical SEO Audit, Google Analytics 4, Ahrefs, Google Search Console, Screaming Frog, Semrush, Marketmuse, Keywordtool.io, Wordtracker
- **Marketing Skills:** Google Ads, Facebook Ads Manager, Content Marketing, Email Marketing, PPC, SEM, Digital PR, Product Marketing, Brand Monitoring
- **Tools:** ChatGPT, Microsoft Clarity, Tellephant, NationalSMS, Brevo, WordPress, Shopify
- **Soft Skills:** Team Management, Project Management, Internal Communication, Problem Solving

## Work Experience

### Taazaa Tech Pvt Ltd

Jan 2025

*Sr. SEO Executive*

*Noida: Hybrid*

- Optimized client sites by refining URL structures, content, and site architecture to support enhanced keyword targeting and on-page SEO, aligning efforts with evolving algorithm updates.
- Leveraged technical SEO audit findings and link building strategies to improve organic search rankings and website performance.
- Analyzed and audited client websites to diagnose performance issues, providing actionable recommendations using tools like Google Search Console and Screaming Frog.
- Collaborated with development teams to implement SEO best practices in new code deployments, ensuring CMS compatibility and adherence to SEO guidelines.
- Conducted comprehensive keyword research to align content strategies with search intent, supporting targeted organic search traffic growth.
- Recommended structural and content modifications to boost SEO positions for targeted keywords, incorporating insights from platforms such as Ahrefs.
- Monitored current market trends and algorithm updates, applying strategic adjustments to organic content strategies.
- Partnered with editorial and marketing teams to integrate SEO best practices into content creation and scheduling, reinforcing cross-functional collaboration.

### Appy Pie LLP

Nov 2022 - Dec 2024

*Sr. SEO Executive*

*Noida: On-site*

- Developed and executed comprehensive SEO strategies focused on improving organic traffic and search rankings, with an emphasis on content calendar management.
- Performed in-depth technical SEO audits to enhance website performance, crawlability, and indexing, utilizing tools such as Semrush and ScreamingFrog.
- Optimized website elements including meta tags, headings, URLs, and internal linking structures to maximize search visibility and support on-page SEO.
- Conducted detailed keyword research to identify high-value opportunities, aligning content production with search intent and organic search traffic objectives.
- Collaborated closely with content teams to incorporate SEO best practices within editorial calendars, effectively managing content updates and new content creation.
- Reported on key SEO performance metrics and trends using web analytics, offering actionable insights and adjustments to enhance organic reach.
- Coordinated with freelancers and cross-departmental teams including design, product, and sales to ensure timely fulfillment of SEO initiatives.

### Neuherbs

Oct 2021 - Nov 2022

*Digital Marketing Executive*

*Noida: On-site*

Collaborated within a 3-member marketing team to drive end-to-end organic growth, implement paid marketing strategies, and develop content marketing initiatives.

- Neuherbs B2C E-commerce Company – Grew Organic Traffic from 2K to 15K+ Per Month in SEO traffic within 12 months
- Grew 3X Organic Leads by Bofu & Mofu Content Strategy & Optimized CRO using (Exit Popup, Customer feedback, CTA Optimization, and using Heatmap tools like Microsoft Clarity )
- Monitor redirects, click rate, bounce rate, and other metrics for our website
- Perform keyword research and analysis to uncover high-value opportunities for content optimization and growth.
- Optimize website content, such as landing pages, blog posts, and product pages, to boost search engine visibility and user experience.
- Manage the End website technical & CMS issues

- Collaborate with freelancers, design, content, product, and sales teams to complete SEO requirements on time.
- Manage & Build high-quality Digital PR Links & Leverage Digital PR platforms like (Featured, Haro, Qwoted, & HelpB2B Writer)
- Created, managed, designed & optimised other marketing strategies like PPC Campaigns over Google Ads, Facebook Ads Manager, LinkedIn Ads, etc.
- I have managed SMS, WhatsApp, & Email Marketing for the brand as well.
- Tools I Used in Neuherbs: Google Analytics 4, Ahrefs, Google Search Console, Screaming Frog, ChatGPT, Google Ads, facebook ads manager, LinkedIn ads, Tellephant, NationalSMS, Brevo, etc.
- Skills that helped me to grow (Product Marketing, Content Marketing, SEO, Brand Monitoring, Internal communication with other internal teams, and Project Management.

## OpenDG (Digital Marketing Agency)

**May 2020 - Jul 2021**

*Digital Marketing Executive*

*Noida (UP) (Remote)*

I am responsible for growth in organic traffic & lead generation by designing & implementing organic strategies for the clients

- Create and implement International SEO strategies (on-page & technical site audit & content marketing) based on in-depth research and analysis, actively measure results daily, also keeping in mind key performance indicators (bounce rate, page views, CTR, Queries, etc) of the Performance Marketing team to ensure delivery of planned results
- Perform keyword research to optimize existing content and uncover new opportunities, and provide SEO analysis and recommendations in coordination with the elements and structure of websites and web pages
- Experience in page template optimization, site structure optimization, and content optimization
- Working on International Targeting & Optimizing website in subdirectory & subfolders according to seniors' suggestions
- Maintain search engine monitoring programs (XML sitemaps, webmaster tools) to provide project issues and coverage information
- Develop and implement link-building activities, including building relationships with Blog Owners for Monthly and weekly content contributors, Guest Blogging, Infographic Submissions, Content Syndication research, and analyzing competitor advertising links.
- Working Tools: Screaming Frog, Ahrefs, Semrush, Marketmuse, Google Search Console, Keywordtool.io, Wordtracker, Google Analytics.)

## Education

### Banaras Hindu University

**2022**

*Bachelor of Commerce, Commerce*

## Licenses & Certifications

- **Search Engine Optimization Fundamentals:**by University of California
- **Building Brand Awareness with Ads:**By Facebook
- **Creative Problem Solving:**by the University of Minnesota
- **Introduction to Google SEO:**by the University Of California, DAVIS
- **Marketing Analytics:**by the University of Virginia
- **Microsoft Advertising Certified Professional:**by Microsoft
- **E-Mail Marketing:**by Amity
- **Fundamentals of Digital Marketing:**by Google

## Honors & Awards

- **SEO Prodigy Award:**by Appy Pie
- **Best Performance Awards:**by Neuherbs
- **Member at HBR (Harvard Business Review) Ascend Select:**
- Multiple Academic & Cultural Awards at School and College

## Hobbies and Activities

- Medium and Content Creation:
- Explore to learn new online marketing & SEO tips
- Hungry to learn about new technologies in marketing