

Lakshya Kumar

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I have been engaged in results-driven SEO activities with 6 years of experience. I performed as a core team member in developing and implementing successful SEO strategies to increase organic traffic, improve search engine rankings, and drive business growth.

Professional Skills

Working in the SEO and Content industry for the past 6 years, I have developed a comprehensive set of skills that allow me to optimise websites, improve search engine rankings, and drive organic traffic growth.

- Keyword Research & Analysis
- On-Page SEO
- Off-Page SEO
- Artificial Intelligence
- Content Optimization
- Technical SEO
- Competitor Analysis
- Saas Marketing
- Semrush, Screaming Frog, Ahrefs
- Local SEO
- SEO Audits
- Data Analysis
- SEO Reporting
- WordPress SEO
- Team Handling
- HTML/CSS Basics
- Content Writing
- SERP Rank Tracking

Total Working Experience

Organisation: Vincit Software PVT LTD.

Duration: Nov 2021 to Present

Role: Promoted to Senior SEO Executive

Role & Responsibility :-

- Manage complete SEO operations (on-page & off-page) for a SaaS platform to improve organic rankings and traffic.
- Develop and execute SEO strategies based on keyword research, trends, and competitive insights.
- Update & optimizing web page titles, website content, meta tags, headers etc for better search engine rankings.
- Track and analyze SERP rankings, CTR, traffic, and user behavior using Google Analytics & Search Console.
- Perform SEO audits and fix technical SEO issues to enhance crawlability and site performance.
- Guide daily content publishing and ensure optimization aligned with SEO best practices.
- Lead a team of 5-6 members, including SEO specialists and content writers, with strategic direction.

- Conduct backlink outreach and collaborate with authority brands for guest posting opportunities.
- Oversee social media team to ensure SEO and content strategies are aligned across platforms.
- Use tools like SEMrush, Ahrefs, and GTM for tracking, reporting, and implementing tracking codes.
- Monitor competitors and explore white-hat techniques to gain a ranking edge.
- Regularly generate SEO performance reports and share insights with key stakeholders.

Projects:

<https://www.gadgetany.com/>

<https://leapstore.co/>

Organisation: Bansal Travels

Duration: June 2021 to Nov 2021

Role: SEO Executive

- Creating backlinks for dedicated websites to get better visibility and traffic
- Successfully got ranked few of the most difficult keywords
- Maintaining reports of the On-Page SEO reports of the websites
- Tracking SERP ranking of the keywords

Projects Worked:

- Bansaltravels.com
 - K2tickets.com
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Organisation: Neotas Ltd

Duration: Nov 2020 to Feb 2021

Role: Social media research analyst

Role & Responsibility:-

- Social media screening of various people using tools and techniques.
 - Performing ORCA (Online Reputation Content Analysis) on people's online presence and content they post on their profiles.
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Organization: B. Katyayan Publication Pvt Ltd.

Duration: Jan 2018 to Feb 2020

Role: Digital Content Writer

Role & Responsibility: -

- On-Page-Content Writing: Creating content for On-Page SEO optimization like meta title and description.
- Off Page Content Writing: Creating content for off page like, blog, article, and classified, short description.
- Created and posted news for Discuss India portal.
- Creating astrological blogs, Product description, write show script for Acharya Indu Prakash (India TV Astrologer) website.
- Handling YouTube Channel (Discuss India)
- Off Page submission – social sharing, classified posting, article sharing, video sharing, handling YouTube video tags.
- Update songs and Bollywood news, reviews on Radio Dhishum
- Product update on Amazon portal.

PROJECTS:

<https://www.bkatyayanpublication.com/>
<http://www.acharyainduprakash.com/>
<http://astroeshop.com/>
<http://www.gyanvanimagazine.com>
<http://www.navyuvakdal.com/>
<http://www.discussindia.in/>
<http://www.radiodhishum.com/>
<http://www.alternativemedicarecenter.com/>

Organisation: Pink Frog Holidays

Duration: Sept 2016 to Dec 2017

Role: English Content Writer

- Wrote content on travel packages of the clients for emails and websites.

Certifications

- Digital Marketing Course from DIDM
- On Page SEO, Off Page SEO, Local SEO Certifications from SEMRush

Education Qualification

- Completed Bachelor in Arts from Delhi University in 2022.
- Diploma in Civil Engineering from Haryana State Board of Technical Education in 2015.
- Passed Secondary Education from CBSE Board from NIOS (National Institute of Open Schooling) in 2017.
- Passed Higher Education from CBSE Board in 2012.

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned.

(Lakshya Kumar)