

CONTACT

+91- 9860432864

gautam.yukti309@gmail.com

Ahmedabad, Gujarat, India

KEY SKILLS

SEO
Link Building
WEB Analytics
Keyword Research
Google Analytics
Email Marketing
Affiliate Marketing
Blog Management
Word-Press
Web Hosting
Brand Management
SEO Audits & Reports
MS-Office

TECHNICAL SKILL

HTML5
CSS
JavaScript SMM

TOOLS AND TECHNOLOGIES

Word-Press
SEMrush
AHREF
Keyword Planner
MailChimp
Google Analytics
Google Search Console
MOZ
UberSuggest
Yoast
Canva

YUKTI GAUTAM

PROFESSIONAL PROFILE

An outstanding individual who is passionate about online search industries & community. Looking forward to a position where I can further enhance an existing strong digital marketing goal for my team with learning & implementing latest online marketing strategies and also, I am willing to improve my skills and grow.

EDUCATION

Bachelor of Engineering (Computer) | ST. VINCENT PALLOTTI COLLEGE OF ENGINEERING AND TECHNOLOGY | NAGPUR UNIVERSITY 2013 – 2017
Percentage –7.56 CGPA

H.S.C. | KRISHNA PUBLIC SCHOOL, | BHILAI (C.G)
Percentage- 53.4%

S.S.C. | MAHARISHI VIDYA MANDIR, | BALAGHAT (M.P)
Percentage – 9 CGPA

WORK EXPERIENCE (7 Years)

Senior SEO Outreach Specialist | Space-o Technology | Ahmedabad, India
April 2024 – Present

- Managed and executed strategic outreach campaigns for 2 SaaS websites, driving significant growth in organic traffic and enhancing domain authority.
- Efficiently handled both projects, ensuring cost savings and optimal resource use while maintaining high quality backlink acquisition.
- Conducted competitor backlink analysis and identified new link-building opportunities, leading to boost in keyword rankings.
- Used tools like Ahrefs, SEMrush, and Google Search Console to track and improve backlink performance, resulting in increased traffic and better keyword performance.
- Secured high-authority SaaS backlinks from top industry websites, enhancing search engine rankings, boosting referral traffic and other website performance like DA and DR.

SEO Executive | Manektech (Lavorg) | Ahmedabad, India
MAY 2023- OCT 2023

- Developed and executed comprehensive SEO strategies for both on-page and off-page optimization, driving significant improvements in organic traffic and search engine rankings.
- Managed and optimized link-building campaigns, acquiring high-quality backlinks from authoritative websites to boost domain authority and search engine performance.
- Conducted comprehensive website audits, identifying technical SEO issues, content gaps, and optimization opportunities to improve site performance and search engine rankings.

CERTIFICATIONS

Certified in Digital Marketing.
Certified in Google Analytics.

ACHIEVEMENTS

Awarded "Star Performer of the Month" for outstanding contributions and performance in Space-o Technology Pvt Ltd

PERSONAL DETAILS

Birthday: 30 SEP1995

Permanent Address:

Ward No:22, Moti Nagar,
Balaghat (M.P),481001

Current Address:

N-1303, Shaligram Prime
Apartments,
South Bopal, Ahmedabad,
(Gujrat),380058.

Digital Marketing Executive | Mobisoft Infotech Pvt. Ltd. | Pune SEP 2019 - April 2023

- Conducted in-depth backlink audits and competitive analysis to identify gaps and potential opportunities for link acquisition.
- Regular task is to perform several off-page activities such as profile creation, SBM submission, article submission, Press release etc.
- Worked on web stories to increase traffic on website.
- Performed keyword research for the website content which helped to increase the website performance.
- With the strong negotiation skill, implemented a cost-efficient strategy for paid guest posting, saving the company substantial funds while maintaining the quality of backlinks and driving organic traffic.
- Mentored junior SEO team members, providing guidance on SEO techniques, tools, and strategies to improve team performance and drive successful campaigns.

SEO Analyst | VARStreet Software Pvt. Ltd. | Pune NOV 2018- SEP 2019

- Worked on word press for core level integrations.
- Throughout worked of free off SEO activities, without compromising in quality of backlink.
- Listed the business in top business listing websites like software suggest, clutch, good firms, top developers, etc.
- Developed and implemented keyword strategies to align with SEO goals, improving overall site visibility and ranking.

Digital Marketing Trainee | Centurysoft Pvt. Ltd. | Pune NOV 2017 – SEP 2018

- Conducted keyword research to identify high-value keywords and optimize on-page content for improved search rankings.
- Implemented technical SEO fixes, improving page load speed, mobile responsiveness, and site architecture for better performance and higher search engine visibility.
- Managed guest posting campaigns, identifying high-authority platforms and securing quality placements to enhance domain authority and drive organic traffic. Developed and executed both paid and unpaid guest post strategies, contributing to a significant increase in backlinks and brand visibility.
- Monitored and analyzed website performance using tools like Google Analytics, Ahrefs, SEMrush, and Google Search Console, ensuring continuous improvement in key SEO metrics.