

 kiranprasad056@gmail.com
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EDUCATION

B. Tech – CSE

Kolhan University, Jamshedpur –
2012–2016

12th Standard

KR High School – 2012

10th Standard

St Xavier School – 2010

SKILLS

Excel – Pivot Table,
Functions, Visualization
techniques

Tools – Ahref, SEMRush,
Keyword Planner, Google
Search Console, Google
Analytics, Basics of SQL

KEY ACHIEVEMENTS

Increased organic traffic of the
newly launched website and
increased the traffic from 0 to
~30k–35k per month in 6 months

Company's website search engine
ranking improved resulting in
increased visibility and revenue

CERTIFICATIONS

Udemy (Youtube Seo
Optimization Certification)

Data Science with Python
(MastersProgram)

Semrush Academy

LinkBuilding Exam

Keyword ResearchExam

Kiran Kumari

SENIOR SEO SPECIALIST

PROFILE

Seasoned SEO professional with 5+ years of experience. Proficient in keyword research, on-page and off-page optimization and utilizing advanced SEO tools. Skilled in analyzing website performance and enhancing online presence to drive organic traffic growth. Adept at creating engaging content and staying updated with the latest SEO trends and algorithm changes

EXPERIENCE

The 1% Club

SEO Executive

May'23–Nov'24

- On page & Off page activities, social media profiling, competitor analysis
- Website maintenance, keyword research and analysis
- Automated marketing KPI reporting using google analytics
- Improved on-page seo performance resulting in page speed improvement of 50% and increase in monthly organic traffic by 40%
- Developed PR Strategies and published in the blog
- Implemented SEO best practices, resulting in improved search engine rankings.
- Developed engaging website content including blog posts and other pages. thereby increased site traffic by 25%

Envigo Marketing Pvt Ltd

Freelance

Mar'22 – Sep'22

- Webpage creation for ed-tech client and creating different webpage models in WordPress
- Website maintenance, keyword research and analysis
- Basic work on HTML and PHP.

Saffron Tech Pvt Ltd

Sr. SEO EXECUTIVE

Sep'18 – Mar'22

- Cleaning and reorganizing data according to client's requirement for analyzing data sets and presenting findings for improved data-driven decisions
- Creating multiple types of new pages as per client requirements
- Performed data extraction, transformation and loading development and programming
- Preparing presentations for various meetings and providing inputs to the technology
- Managed end to end campaign strategy and acting as a Mentor of the project

ENTERSLICE ITES Pvt. Ltd

SEO Executive

Jan'18 – Sep'18

- Interacting with bloggers regarding payments and negotiation for sponsors guest post
- Acting as good researchers for legal and technology websites
- Worked as key resource for website performance through competitor research and analysis