

ASHWANI KUMAR

Digital Marketing Manager

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📍 Chhajarsi Noida Sector 63, 201301



SUMMARY

Motivated Senior SEO specialist with over 4+ years of experience in driving organic traffic, enhancing online visibility, and maximizing search engine rankings

EXPERIENCE

Senior SEO Specialist

Swaraj Infotech PVT LTD

📅 08/2023 - Present

📍 1st Floor, 9/10, Kamalvan Building, M G Road Dhanukarwadi, Kandivali West. Mumbai - 400067

- Contribute to oversight of SEO/ORM program, playing vital role in ensuring optimal SEO visibility. Handling team with 6-7 Members
- Mentor SEO specialist in effective SEO content writing strategies
- Conduct extensive, ongoing keyword research, selection, classification and reporting.
- Perform weekly site health checks, conducting ongoing improvements to core keyword ranking
- Facilitate on-page SEO and Off-page SEO optimization for website metadata, schema, content length, keyword density, page speed and other factors
- Collaborate closely with content writers in providing Use assist the content marketing team by providing an easy-to-follow on-page SEO checklist and content outline.

Senior SEO Specialist

ZAPMINATI MARKETING PVT LTD

📅 2022 - 07/2023 📍 Ithum tower- B 501 A, Sector 62 Noida

- Outreach Websites, Content Marketing, EMarketing.
- Draft and implement Company SEO/ORM plans
- Monitor effectiveness of SEO and marketing programmes in terms of traffic.
- Optimise keyword use and effectiveness.
- Troubleshoot poor rankings and develop improvement strategies.
- Utilise keyword research tools to track progress and performance.
- Prepare comprehensive strategy updates, reports, and forecasts.
- Create presentations to convey strategies, results, and goals to both internal and external stakeholders
- Developed on-site body content, meta descriptions and page titles in support of SEO strategies.
- Worked Productively with clients and staff to establish project scopes and accomplish milestones.

SEO Executive II

Seoczar It Services PVT LTD

📅 01/2020 - 06/2022 📍 Block A-45 Noida Sector 63 201301

- Analyzed performance data across multiple digital channels, identifying trends that informed strategic decisions.
- Developed and maintained reporting dashboards for real-time performance tracking, enhancing team responsiveness.

EDUCATION

Digital Marketing Diploma

Digital Mantra

📅 09/2019 - 11/2019 📍 Sector 2 Noida

Bachelor of Science in Mathematics

Swami vivekanand Subharti University

📅 08/2014 - 08/2017 📍 Meerut

PROJECTS



Exhalewell.com

theisladnow.net

budpop.com

cbdnorth.co

CheefBotanicals.com

MessageCentral.com

Affiliated Articles (Observer.com)

SKILLS

On Page Optimization

Paid Acquisition

Competitor Research

Keyword Research

Off Page Optimization

Content Marketing

Google Analytics

Looker

Google Search Console

Bing WebMaster

Ahrefs

Outreach websites

SemRush

Screaming Frog

Google Keyword Planner

Slickplan Sitemap Builder

Moz

Majestic

Rank Tracking Tools

GTmetrix

AnswerThePublic

BuzzStream

Yoast

BrightLocal

CERTIFICATION

Advanced Google Analytics

Focused on mastering Google Analytics for deep insights into user behavior, provided by Google.

PASSIONS



Growth Hacking

Passionate about leveraging creative and unconventional strategies to drive user acquisition and business growth.



Data Analytics

Deeply interested in analyzing data to uncover insights that inform strategic marketing decisions.