

# ATUL KHAIRNAR

khairnaratul1996@gmail.com | +91 8796610771 | Nashik, Maharashtra, India

SUMMARY

A dedicated and results-driven SEO/Digital Marketing professional with over 4+ years of experience in on-page and off-page optimization, technical SEO, Local SEO, keyword research, and digital marketing strategies. Proficient in managing and optimizing Google Business Profiles (GBP), enhancing local search visibility for businesses, and improving website rankings.

WORK EXPERIENCE

Digital Marketing Executive, Baarez Technology Solutions	Currently Working
SEO/SEM Manager, Dotphi Infosolutions Pvt. Ltd.	1 Year 7 Months
Market Research Intern., Ashore Systems Pvt. Ltd.	8 Months
Digital Marketing Executive, Ambrapali Electrotech Pvt. Ltd.	1 Year

EDUCATION

MBA Marketing	2017 - 2019
Dr. Moonje Institute of Management, Nashik, Maharashtra	
<ul style="list-style-type: none"><li>Pune University</li><li>59.30 %</li></ul>	
B.Sc. Computer Science	2013 - 2016
K.T.H.M College, Nashik	
<ul style="list-style-type: none"><li>Pune University</li><li>51.63 %</li></ul>	
12th Science	2011 - 2013
KSKW College, Uttam Nagar, Nashik	
<ul style="list-style-type: none"><li>Maharashtra State Board</li><li>55.17 %</li></ul>	
10th	2011
Kendriya Vidyalaya ISP, Nehru Nagar, Nashik Road, Nashik	
<ul style="list-style-type: none"><li>CBSE</li><li>71.40 %</li></ul>	

- SKILLS & EXPERTISE
- Keyword Research:** Skilled in conducting in-depth keyword research to enhance organic rankings.
  - Google Business Profile Management:** Hands-on experience managing and optimizing GBP posts, Q&A, reviews, and photos.
  - SEO Analysis:** Competitor analysis, on-page and off-page SEO strategies, and optimizing content to meet business goals.
  - Reporting & Analytics:** Proficient in generating performance reports using tools like SemRush, and Google Analytics.
  - Problem-Solving & Initiative:** Strong analytical and problem-solving skills, with the ability to troubleshoot and resolve SEO issues independently.
  - Communication:** Skilled in client communication, interpreting SEO metrics, and developing strategies for improved campaign performance.

- **Link Building and off-page SEO Expertise:** I identify and submit websites to niche-relevant and high-DA directories, increasing inbound links and improving off-page SEO signals.
  - **Performance Reporting:** Custom SEO reporting, traffic and keyword analysis, and performance audits.
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## TECHNICAL SKILLS

- **SEO Tools:** SEMrush, Ahrefs, Screaming Frog, Google Analytics, Google Search Console, Google Looker Studio.
  - **Ad Tools:** Google Ads, Meta Ads
  - **Productivity Tools:** Microsoft Office, Google Workspace
  - On-page optimization, Off-page optimization, Technical SEO, Keyword research, Link building
  - Analytical skills, Problem-solving skills, Teamwork
  - **Web Technologies:** HTML, CSS, JavaScript (basic understanding of SEO-related issues).
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## CERTIFICATIONS

- Google Search Ads Certified by Google.
  - The Fundamentals of Digital Marketing Certified by Google.
  - Google Analytics Certified by Google.
  - Google My Business Certified by Google.
  - SEMrush SEO Toolkit Exam Certified by SEMRUSH ACADEMY.
  - HubSpot SEO II Certified by Hubspot
  - Digital Marketing Certified by Hubspot
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## LANGUAGES

- English
  - Hindi
  - Marathi
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## PERSONAL DETAILS

- Date of Birth - 20th February 1996
  - Nationality - Indian
  - Gender - Male
  - Marital Status - Unmarried
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## DECLARATION

I hereby declare that all the above information is correct to the best of my knowledge and belief.