

PROFESSIONAL EXPERIENCE

SEO Outreach Specialist, Uniqode, Bengaluru

Aug 2023 - Present

- Conducted comprehensive competitor analysis, identifying gaps in the company's SEO strategy and formulating strategies for improvement, contributing to a 20% increase in search engine rankings
- Negotiated and managed A-B-C link partnerships with relevant businesses, expanding the company's online presence and increasing brand awareness by 25%
- Utilized advanced outreach tools and CRM systems like apollo, mailshake, hunter.io, sales navigator to efficiently track progress, manage contacts, and streamline outreach activities, resulting in a 30% increase in outreach efficiency
- Conducted effective outreach on professional platforms such as LinkedIn, Slack, and other communities, fostering valuable connections and expanding the company's network
- Complied the Ahref's data of competitor's backlink profile and set the backlink targets to achieve
- Used various Google's in site URLs to get desired results
- Upheld a positive online reputation through the implementation of ethical and white-hat SEO practices, safeguarding the company's brand image in the digital landscape
- Successfully executed and managed various outreach campaigns, including branded mentions, competitor mentions, guest blogging, and strategic link insertions, resulting in a 15% boost in backlinks and improved domain authority
- Implemented strategic link-building tactics to enhance the company's website's organic search ranking, leading to a 20% increase in online visibility, domain authority and organic traffic
- Migrated the quality backlinks from old domain to new domain resulted in maintaining the website DR, Search traffic, Page traffic and referring domains

PROFESSIONAL EXPERIENCE

SEO Analyst Intern, Bottom Funnel, Jaipur

Mar 2023 - Aug2023

- Created business listings, Social bookmarking, job postings on over 200+ websites and other off page activities
- Conducted detailed keyword research by analysing competitors and using keyword strategy to rank website
- Optimized On-page elements with proper keyword placement
- Collaborated with UX/UI design team for creating wireframes and social media posts
- Created structured xml and html sitemap and submitted in GSC
- Optimized website content, landing pages and the user experience
- Reviewed technical SEO issues and recommended solutions to developers.
- Managed the team of new joiners and guided them about website structures and paid campaigns
- Checked crawling, caching and indexing of URLs manually and through GSC
- Ranked the desired keywords with SEO strategies
- Performed Outreach for guest-posting and Link insertion opportunities
- Worked on Google and LinkedIn Ads

Wordpress Developer, Blogger, Knowmoretools.com

2023

- Created blogging website on Wordpress
- Used different plugins like rank math, yoast SEO, Elementor for designs, SEO and page set up
- Set up Google search Console and Google analytics for website
- Produced detailed, engaging, and informative content on social media, digital marketing tools technology, AI tools, and related topics.
- Used Google Trends for reference of trendy topics
- Worked on google web stories by using plugin for more reach

Business Development Trainee, BYJU'S, Remote

Apr 2022 - May 2022

- Contributed to BYJU'S GATE Exam prep sales segment in a team of 8 members
- Conducted end-to-end virtual meetings with clients and pitched the product
- Achieved 100% attendance criteria via dialing 200+ calls daily and convinced clients to attend the meeting
- Converted a lead and generated the revenue of 34k for the company
- Enhanced communication and convincing skills by converting low potential leads into prospects
- Managed customer profiles in Leadsquared CRM

CERTIFICATIONS/ ADDITIONAL EXPERIENCE

The Marketing Launchpad, Kraftshala, Online

Jun 2022 - Dec 2022

- Selected as a part of a batch of 200+ students from all over India for The Marketing Launchpad
- Completed ~600 hours of training across 12 weeks (10 hours/day)
- Modules completed: the Marketing Basics, Marketing funnel, Search engine optimization, Google SEO, YouTube SEO, Google Analytics, On-page SEO, Off-page SEO, Google search console, ASO and scored above 85% in projects

Pooja Agrawal

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- Suggested potential keywords, backlinking domains and solution to On-page issues to various brands such as Adaface, TheSouledstore, Pepperfry
- Worked on tools like Semrush, Screaming frog, Ubersuggest, Moz, Google keyword planner, and retrieve the needed data
- Attained basic level of understanding for content marketing and created blog outline in project

EDUCATION

| Year | Degree | Institute | Percentage |
|-----------|------------------------------|-----------------|------------|
| 2018 - 21 | M.Sc. in chemistry | Kota University | 65% |
| 2015- 18 | Bachelor's Degree in Science | M.I.M.T, Kota | 62% |
| 2014 - 15 | 12th Grade (PCM) | S.J.S.S.S, Kota | 78% |
| 2012- 13 | 10th Grade | S.J.C.S, Kota | 81% |