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📍 Jamshedpur, INDIA

# KUMAR ABHISHEK

Team-spirited professional with a robust experience of over 3 years containing Content/Resume Writing, Outreach Management, and Off-Page SEO with Major Indian Firms and US-based Start-ups

## KEY SKILLS

- ✚ Off-Page SEO
- ✚ Link Building Campaigns
- ✚ Competitor Analysis
- ✚ Outreach Management
- ✚ Organic Link Building
- ✚ Link Exchange
- ✚ Cross-Team Coordination
- ✚ Research & Analysis
- ✚ Digital Marketing
- ✚ Keyword Research
- ✚ Email Management
- ✚ Guest Posting
- ✚ Process Improvement
- ✚ Data-Driven Decision Making
- ✚ Brand Promotions

## EDUCATION

- ✚ B.A. from Indira Gandhi National Open University, IGNOU, Jamshedpur in 2021
- ✚ 12<sup>th</sup> from Karim City College, Jamshedpur, JAC Board in 2018
- ✚ 10<sup>th</sup> from D.A.V Public School, N.I.T in 2013

## CAREER HIGHLIGHT

- ✚ In 6 months, we successfully increased the DA of Turing's website from 52 to 65
- ✚ Secured Promotion within 1 by maintaining Excellent Performance and constantly achieving goals

## IT SKILLS

- ✚ MS Office Applications – Word, Excel & PowerPoint

## PROFILE SUMMARY

- ✚ Hands-on with **Link Building Campaigns**: pitching content/posts online, creating effective email pitches to compel bloggers/webmasters to include the link in previously created pieces of content
- ✚ Presently pursuing certification: **Google Digital Marketing & E-commerce Professional Certificate**
- ✚ Developed, fine-tuned and executed the **Off-Page SEO strategy** for Digital Web Solutions, created multiple email templates and performed A/B testing to ensure maximum reply & conversion
- ✚ Knowledge of the latest Digital Marketing tactics like creating **Buyer Personas, Search Engine Optimization, Content Development, Keyword Research & Email Marketing**
- ✚ Experienced in discovering link-building opportunities through industry-specific searches, tracking link building efforts and updating with the **Latest Backlinking Best Practices**
- ✚ Ability to meet tight deadlines, prioritize workload achieve effective results with time constraints at the same time, and adjust strategy as necessary

## WORK EXPERIENCE

### Jan'23 – Nov'23 with Digital Web Solutions as Senior Outreach Executive (SEO)

#### Key Result Areas:

- ✚ Leading the entire Off-Page SEO Efforts for Digital Web Solutions and RankWatch, executing link-building campaigns for specific pages from company's blogs
- ✚ Identifying potential opportunities to pitch content/posts online, creating effective email pitches to compel industry influencers to include a citation and/or link in previously created pieces of content
- ✚ Reverse Engineering competitor websites to filter and reach large number of high-authority websites that result in improved metrics like increased Traffic, DA, DR
- ✚ Amplifying brand visibility of DWS & RankWatch by identifying media contacts & bloggers, performing email outreach to promote DWS Blogs and keeping outreach fresh via regular follow-ups

### May'22 – Nov'22, Turing Enterprises Inc., USA as Outreach Specialist - SEO (Remote)

#### Key Result Areas:

- ✚ Engaging with high authority websites (50+ DA) to promote Turing blogs, increasing the website's DA utilizing tools like Ahref, Snov, and Kendo for off-page SEO/organic link building
- ✚ Identifying new link-building strategies that would keep Turing ahead of the competition, finding and qualifying new content through Ahref for link opportunities

### Info Edge India Limited, Noida

#### Growth Path

#### Jan'21 – Sep'21 as Senior Executive

#### Dec'19 – Dec'20 as Associate Senior Executive

#### Key Result Areas:

- ✚ Developed highly customized entry/mid/senior level resumes and LinkedIn of clients from diverse domains like Banking, Finance, IT, Defence, Manufacturing & Operations
- ✚ Ensured a high-quality writing experience while balancing stressful situations of the clients due to the pandemic, ensured the needs of the candidate were properly understood & portrayed in the resume

## PERSONAL DETAILS

Languages: English & Hindi  
Address: Jamshedpur