



# Mukul Sharma

## Seo Executive

### My Contact

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📍 Sagarpur ,New Delhi

### Hard Skill

- Keyword Research
- On-Page and Off-Page SEO
- Guest Blogging
- SEO Tools
- Link Building Tactics
- Google Analytics
- Google Search Console

### Soft Skill

- Knowledge of MS Excel Advance excel and Tally

### Education Background

- BBA-GGSIPU, DELHI Completed in 2022
- INTERMEDIATE NIOS, DELHI COMPLETED in 2018
- HIGH SCHOOL-CBSE, DELHI  
Completed in 2015

### Achievements

Received the Consistent Performer of the Year award.

2023- 2024

### About Me

Passionate about learning new technologies and excel innovative technology applications. Seeking a challenging position that will enable me to continuously earn, create, innovative and simultaneously contribute to the short and long-term goals of the organization effectively using technological and leading skills

### Professional Experience

#### Appy Pie LLP - (Seo Executive)

2023 - Present

Key responsibilities:

- Analyzing and Monitoring Website Keyword Rankings
- Research Potential Website for backlink opportunities
- collaborate content team to create relevant guest post or listicle content according to website guidelines
- Create and implement strategies to get high-quality backlinks from trusted websites.
- Maintain relationships with bloggers, and Websites admins to enhance off-page SEO efforts
- Conduct thorough competitor analysis to identify backlink opportunities for our website
- Lead and mentor a team on effective link-building techniques to increase the number of high-quality backlinks.

#### Zazz Technologies pvt. Ltd (DM Executive )

June- 2022 to July- 2023

- Key responsibilities:
- Keyword Research for creating more leads for our company .Analysing and Tracking the ranking of a website.
- Formulating Off-Page Strategies for SEO.
- Suggest Keyword ideas using various tools like Ahrefs ,Moz ,Screaming frog, Semrush etc.
- Using Hubspot (CRM) for Lead update
- Using Lucky Orange and Hotjar tool for user tracking
- Also find lead source and further details through Google analytics Works on Guest Blogging