



# Harsh Kumar Tiwari

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Results-driven SEO and QA Project Manager with 4+ years of experience optimizing websites, managing digital projects, and leading quality assurance for high-impact platforms. Proven track record in global SEO strategy, automation, CRO, and full-cycle product testing. Adept at bridging product and marketing functions to drive measurable growth.

## Skills



- Product & Project Management



- Manual & Automation QA Testing (Zapier, Make)



- UX & Conversion Optimization



- Search Engine Optimization (SEO)



- Content Strategy & Search Ads



- Test Case Creation & Execution



- Team Leadership & Cross-functional

## Work History

### ● Search Engine Optimization & QA Project Manager

*Coach Foundation, Remote | October 2022 - Current*

- Conducted comprehensive technical SEO audits, fixing issues related to indexing, schema markup, broken links, mobile usability, and duplicate content.
- Devised and implemented internal link-building strategies and content optimization to improve search visibility and organic growth.
- Collaborated with the product team to develop and market SEO-based platforms, including LaunchAccelerator2500, which was selected for the Microsoft Startup Hub.
- Played a key role in department restructuring, including hiring and managing freelancers and full-time SEO/product team members.
- Conducted manual product QA testing for core platforms such as Accelerator v3.5 and Launch Accelerator, verifying end-to-end user journeys across login flows, emails, and document automation.
- Built embedded form workflows and automated data pipelines using Zapier to streamline operations and ensure a seamless user experience.
- Worked closely with the Product Head as a project manager for Launch Accelerator, taking ownership of timelines, quality checks, and platform readiness.
- Led the backend redesign and funnel optimization of the AOV Product, enhancing upsell pathways for both mid- and high-ticket sales.
- Developed a fully automated website creation system that delivers client-ready sites within one hour with minimal manual edits.
- QA/testing experience spans across multiple product cycles (late 2023 – present), covering functionality, UX validation, automation testing, and system feedback integration.

### ● Search Engine Optimization Executive

*Coach Foundation, Remote | October 2021 - October 2022*

- Established and implemented multiple SEO processes to ensure departmental efficiency.
- Formulated an FAQ strategy for the blog, resulting in a notable increase in clicks and impressions.
- Executed Conversion Rate Optimization, leading to an increase in conversion rate from 4% to 6.75%.
- Designed and implemented various link-building strategies, including the double link milking strategy and Top Coaches.
- Managed all entry-level SEO tasks, ensuring seamless operations.

### ● Search Engine Optimization Specialist

*Electrum It Solutions Pvt. Ltd., Remote - Gujarat | June 2021 - September 2021*

- Conducted an in-depth site audit, implementing on-page SEO for the blog.

- Devised a robust off-page strategy, encompassing techniques such as resource page link building, broken link building, natural links, forum submissions, directories submissions, etc.

## ● Freelance SEO

### **Nexgenseptics**

- Created SEO topical map.
- Wrote SEO rich content Fix keyword cannibalization.

### **UK Porta Prefab**

- Established local business SEO through GMB and designed their website from scratch.
- Conducted extensive keyword research for the niche.
- Launched a local PPC Campaign for enhanced customer acquisition and reach.

### **Vanni Obsession**

- Set up Google My Business for their two branches and optimised it for local search.
- Designed their website from scratch.
- Conducted Amazon SEO and product listings.
- Executed Flipkart SEO and product listings.

### **Articulus Surgical**

- Conducted a comprehensive website review, rectifying identified issues for.
- Created an SEO roadmap and executed basic SEO.

### **ALT Matrix.**

- Conducted a comprehensive website review, resolving identified issues for
- Developed an SEO roadmap and executed basic SEO for ALT Matrix.

### **Tesla Internet Service.**

- Orchestrated a local PPC Campaign to acquire new customers and improve Google My Business reach.

## ● Intern

*Corporate Infocom Pvt. Ltd. | November 2019 - November 2020*

- Instructed a batch of more than 20 students on the basics of Digital Marketing.
- Provided advanced SEO training including link building and on-page optimisation to top students.
- Designed and optimised 15 client websites from scratch.

## Education

*June 2020*

Bachelors in Automobile Engineering

*Guru Gobind Singh Indraprastha University, New Delhi*

## Certifications

- Completed *SEO That Works* by Brian Dean
- Google Digital Marketing Certification
- Courses from Yoast, RankMath, Semrush
- NCC A & B Certificates (relevant for soft skills/discipline, but less so for job roles)

## Languages

English

Hindi

## Tools Technologies

SEMrush, Ahrefs, Moz, Screaming Frog, nightwatch, sitebulb, Google Analytics, Google Search Console, Data Studio, Google Tag Manager, WordPress, Shopify, Wix, PageSpeed Insights, GTmetrix, Yoast SEO, RankMath, Majestic SEO, Linkody

## Hobbies

Love Playing football ❤️