



SANTHOSH KUMAR

SEO SPECIALIST



Contact



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Education

Bachelor Of Commerce
Mar Gregorios College
2017 - 2020

Digital Marketing Course
Digital Scholar
2022 - 2022



Skills

- Link Building (Guest Posting, Niche Edits, Broken Link Building, Link exchange)
- Off-Page SEO Strategy
- Backlink Analysis (Ahrefs, SEMrush, Moz)
- Outreach Campaign Management (BuzzStream, Pitchbox)
- Anchor Text Optimization
- Competitor & Backlink Gap Analysis



About Me

Experienced Digital Marketer with a strong focus on SEO, specializing in link building and off-page strategies. Proficient in using tools like Ahrefs, SEMrush, and Google Analytics to guide data-driven SEO campaigns. Skilled at executing outreach, securing high-authority backlinks, and optimizing organic growth for both medium-sized businesses and large clients



Work Experience

THEKNOWLEDGEACADEMY

2025

SEO EXECUTIVE - BACKLINK SPECIALIST

As an SEO Executive at KnowledgeAcademy, I am responsible for driving off-page SEO efforts, with a strong focus on link building. I develop and implement strategies to acquire high-quality backlinks to improve the website's authority and search rankings. By collaborating with cross-functional teams, I ensure alignment with the overall digital marketing goals. My efforts contribute to the continuous growth and visibility of the website in search engine results.

TANOT SOLUTIONS

2024 - 2025

SEO EXECUTIVE - 1 YEAR

I developed and executed backlink strategies for clients like **Canva** and **Picsart**, boosting domain authority and referral traffic. I conducted outreach campaigns for **Enhancv** and **BeamJobs**, securing high-quality backlinks and guest posting opportunities. Additionally, I managed technical SEO improvements for **GetOllie** and **Legal Finders**, enhancing site speed and search rankings. Using SEO tools like **Ahrefs**, **SEMrush**, and **Google Analytics**, I tracked performance and keyword rankings. I worked with cross-functional teams to align SEO strategies with business goals and maintained relationships with influencers and webmasters to acquire backlinks, ensuring compliance with SEO best practices

RAPIDOPS

2023 - 2023

SEO EXECUTIVE - 1 YEAR

During my time at RapidOps, I worked on link-building strategies for Salesmate.io, focusing on building partnerships with relevant influencers and websites. I developed outreach campaigns for securing guest posts, backlinks, and collaborations, which significantly boosted the brand's visibility and domain authority. My efforts helped achieve top 3 rankings for anchor texts in 2023. I tracked outreach progress meticulously, ensuring successful follow-ups and maintaining strong relationships with key partners. Additionally, I utilized various communication channels to execute targeted outreach and optimize campaign results

JOY TECHNOLOGY

2023 - 2023

DIGITAL MARKETING INTERNSHIP - 3 MONTHS

During my internship, I developed a strong understanding of link building strategies and off-page SEO. I had the opportunity to work with clients like Performance.ai and ContentMarketing.com, helping improve their online visibility and search rankings. My responsibilities included identifying backlink opportunities, conducting outreach, and analyzing campaign performance. This experience sharpened my skills in client-focused digital marketing execution

YUTI DESIGNER

2022 - 2022

SOCIAL MEDIA EXECUTIVE - 6 MONTHS

Developed and executed effective social media strategies to boost brand visibility and engagement. Managed targeted paid advertising campaigns, optimizing them for measurable results. Leveraged analytics to gain insights and enhance overall campaign performance. Implemented crisis communication strategies to protect and maintain brand reputation. Consistently stayed informed on industry trends to ensure the adoption of innovative and up-to-date marketing strategies.