



# MAYURI BHOJAR

## Outreach Specialist

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Kharadi, Pune

## EDUCATION

### Bachelor of Science

YCM University

2019-2022

## EXPERTISE

PR Outreach

A-B-C Link  
Building

Guest Posting

Link Exchange

SEO-On Page

## Experience

June 2023- Present

UnboundB2B

### Outreach Specialist

As a link-building outreach specialist, my role involves:

Prospecting: Find relevant websites for potential backlinks.

Outreach: Contact site owners for link requests.

Content Collaboration: Work with them on content.

Relationship Building: Establish and nurture connections.

Content Strategy: Plan link-worthy content.

Link Analysis: Monitor backlink impact.

July 2022- May 2023

Marveta

### Outreach Executive

In my role, I managed link-building campaigns for several clients. My daily responsibilities included initiating email marketing link-building campaigns based on thoroughly researched data. I also engaged with webmasters through professional platforms like LinkedIn and communication channels such as Slack. My primary objective was to acquire high-quality backlinks using the A-B-C link-building method. Additionally, I oversaw on-page SEO activities as part of my responsibilities.