

Akash Sharma
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SEO Outreach Specialist

PROFILE SUMMARY

SEO Outreach Specialist with Over 5 Years of Experience :

Search Engine Optimization SEO Link Prospector

Competitor Research HARO Journalist

Keyword Research SEO Outreach

- **Skilled in achieving marketing objectives** such as acquiring high-quality backlinks, improving domain authority, enhancing online brand positioning, and managing online reputation across platforms like DesignRush, LinkedIn, Locanto, and niche-specific directories.
- Experience in handling clients for overall digital marketing strategies involving SEO, Content Management, GMB Optimization, Link-Building.
- **Exposure to service and product marketing**, having successfully managed outreach and promotional activities for [Mindspace.io](https://mindspace.io), gloww.com and priority-software.com emphasizing content collaboration and authoritative link acquisition..
- Exposure of using AdWords and Analytics for keyword Research with priority keywords of Product or Checking website traffic with bounce rates.

CORE COMPETENCIES

- **Successfully built niche-specific databases** for clients in industries such as health, technology, and sustainability, ensuring highly targeted outreach for link-building campaigns.
- **Increased domain authority (DR) by 40% in 6 months** for a health industry client through strategic guest posting on high-authority websites.
- **Achieved an 80% success rate** in publishing listicle articles, gaining backlinks from reputable platforms and driving significant referral traffic.
- **Executed competitor analysis** to identify content and backlink opportunities, helping clients improve visibility and achieve higher search engine rankings.

ORGANIZATIONAL DETAILS

Sept 2022 - Now

BrainZ Digital

Head of SEO Outreach

- Handling 20 Clients Offpage SEO Accounts and Creating healthy backlinks through Guest post and Link Insertions only on Corporate sites (Generally I avoid spammy and non business sites.)
- Working as a HARO Journalist, I will post the questions list, then deliver real answers to clients for content marketing.
- I support in gathering information on new AI trends in SEO and try to use AI Strategy in better SEO results.
- On demand listicles article link Insertion in given time frame.
- Local Profile Listing for BrainZ Digital Brand Mentions - <https://www.designrush.com/agency/profile/brainz-digital#team>
- For Reference Link - <https://www.brainz.digital/team/>
- Reference Contact - Liraz Postan, CEO of BrainZ Digital (Liraz@brainz.digital)
- Recommendation Letter - [Click Here](#)

Dec 2021 - Aug 2022

Digital Olympus, USA

SEO link Prospector

- Create a well researched relevant websites database according to Client Matrices. (DA: 30 or Traffic above 2000)
- Adds new opportunities in the pitchbox tool and inspect them.
- Negotiate and fix a budget friendly price with the webmaster then proceed for Content Request.
- Niche worked on Software, Finance, Interior Design, Cryptocurrency, SAAS, Business, Technology.
- Maintain all invoices in one place and the client pays through it.

Nov 2020 – October 2021

Carina Soft labs Inc. , Indore

SEO Outreach Specialist

Key Result Areas: (Myownconference.com) (Backofficepro.com) (Instrument. London)

- Create a well researched relevant websites database according to Client Matrices. (DA: 30 or Traffic above 2000)
- Maintain daily Blogger Outreach tracker excel sheet (Guest Post and Link Insertion both).
- Negotiate and fix a budget friendly price with the webmaster then proceed for Content Request.
- Niche worked on Software, Finance, Interior Design, Cryptocurrency, SAAS, Business, Technology.
- Maintain all invoices in one place and the client pays through it.
- Tools used were Ahrefs, Semrush, Hunter, Sendinblue.

- Ahrefs is used for checking Keywords Ranking and Negative keywords, DR and Organic Traffic.
 - SEMRush is used for keyword research for new websites.
 - Hunter used to find emails and sometimes emails were found manually.
 - Sendinblue and Lemlist are used for creating email campaigns, follow-ups and scheduling emails.
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July 2019 – Aug 2021

ExpressTech Software Solution, Indore

Digital Marketing Executive

Key Result Areas: (www.expresstechsoftware.com)

- Performed on-page and off-page optimization strategies as per website.
 - Work on Content Management Strategies.
 - Posting content involving Articles, Guest Post and Press releases as per need.
 - Working on lead generation through various online websites.
 - Expanding the Brand Image.
 - Gathering data about Competitors, products and industries related to the niche as a part of Pre-launch market r research.
 - Work on Paid campaigns through Google Adwords, Facebook, Linkedin, Tumblr
 - On-hand experience of SEO Tools like Alexa, Ahref, Similarweb.
 - Used Google Analytics for report generation, website study, visitor analysis.
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June 2018 – June 2019

The basics Digital Solution, Indore

SEO Executive

Key Result Areas: (www.msgclub.net) (www.smtpserver.in)

- Performed on-page and off-page optimization strategies as per website which is MsgClub and SMPP.
- Posting content involving Articles, Guest Post and Press releases as per need.
- Working on lead generation through various online websites.
- Managing the development and optimization of landing E-Mail Marketing and SMS Marketing.
- Gathering data about Competitors, products and industries related to the niche as a part of pre-launch market research.
- Used Google Analytics for report generation, website study, visitor analysis.
- Tools which are used are hrefs research tool

Completed Training Program in Unikaihatsu Software Pvt Ltd, Indore (6 Months)

- Get Learned Digital marketing and SEO Concepts
- Work on HTML, CSS demo projects
- Brand promotions
- Learned Basic Japanese Language

ACADEMIC DETAILS

2017	B.E. (CSE) from Sushila Devi Bansal College of Technology, Indore with 74.42%
2013	Passed 12 th from Tulika Convent School, Morena with 74.5%
2011	Passed 10 th from Sharda Vidhya Mandir, Sehore with 80.1 %

PERSONAL DETAILS

Date of Birth:	11 June 1996
Address:	HN-23, Ramesh Vihar Colony, Rau, indore 453331
Passport:	R6662679
Hobby:	Meditation
Language Known:	English and Hindi

E-Signature

Akash Sharma

