

KAPIL PUNETHA

SEO SPECIALIST | CONTENT MARKETING | TECHNICAL SEO | KEYWORD STRATEGY

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SUMMARY

SEO Analyst with over 4 years of experience in developing and executing effective SEO strategies to increase organic traffic, improve search engine rankings, and enhance online visibility. Skilled in comprehensive keyword research, on-page, technical SEO, content optimization, and backlink acquisition. Proficient with industry-leading SEO tools including Google Analytics, Google Search Console, SEMrush, and Ahrefs.

EXPERIENCE

SEO Analyst & Content Marketing Specialist

Careervira 📅 03/2022 - Present 📍 Gurugram, India

Elearning Platform B2b SaaS/ B2c.

- Increased organic website traffic by 40% in 6 months through comprehensive keyword strategies and technical SEO improvements.
- Conducted in-depth site audits, resolving over 50 technical issues to enhance crawl ability and site health.
- Developed and executed backlink acquisition campaigns, resulting in 100+ high-quality links and improved domain authority.
- Used SEMrush and Google Analytics to track KPIs, identify growth opportunities, and report results to the team.
- Worked on B2b SAAS Product Page Optimization.
- Content Optimization.
- Community Blog Posting.
- Conducted keyword research and developed comprehensive keyword strategies for website.

SEO Team Member

K12 Techno Services Pvt. Ltd. 📅 08/2021 - 01/2022 📍 Bengaluru

Education Service Provider

- Backlinks and Guest Post Creation.
- Increased readership by consistent content posting on Medium.
- Content Optimization For SEO.
- Off page Activity.

Social Media Strategist

EdIndia Foundation 📅 01/2021 - 08/2021 📍 Rajasthan, India

Non-profit organization based on education and career

- Improved social media engagement by {15%} through strategic optimization efforts.
- Increased viewership by {20%} through optimizing {50} YouTube videos using analytics tools.
- Data Entry.
- Social media optimization.






Search Engine Optimization Executive

Brand Monkey 📅 09/2020 - 04/2021 📍 Noida, India

A digital marketing agency aimed at boosting client web presence.

- Managed on-page and off-page SEO activities to improve website rankings.
- Developed and implemented SEO strategies to enhance website visibility.
- Blog Post and optimization.
- Content Creation.
- WordPress Page Optimization.
- Achieved 30% reduction in bounce rates by enhancing on-page SEO and improving user experience.

KEY ACHIEVEMENTS

-  **Boosted Organic Traffic**
Increased web traffic by 40% through SEO in six months.
-  **Improved Site Health**
Resolved 50 technical SEO issues, enhancing site health by 25%.
-  **Backlink Acquisition Success**
Secured 50+ high-quality backlinks, enhancing domain authority by 10%.
-  **Enhanced KPI Tracking**
Tracked KPIs with SEMrush, identified 25% growth opportunities.
-  **Social Media Enhancement**
Improved community engagement by 20% through targeted content in medium.

CERTIFICATION

Certified Digital Marketing Master Course

Digital Vidya

The Fundamentals Of Digital Marketing

Google

Social Media Certified

HubSpot

Google Analytics individual

Google




Google Ads search certification

Google

Facebook Marketing Certified

Facebook

STRENGTHS

-  **Traffic enhancement skills**
Proven ability to increase organic traffic and engagement.
-  **Keyword strategy development**
Expertise in developing and implementing keyword strategies.
-  **Technical SEO proficiency**
Skilled in conducting and resolving technical site audits.

EXPERIENCE

Search Engine Optimization Intern

Indietap 09/2020 - 12/2020 New Delhi, India

Elearning Platform

- Executed on-page SEO, optimizing keywords and content.
- Page Optimization By Updating meta, headers, schema and keywords implementation.

Website Designer

GST Support Services 01/2020 - 09/2020 Noida, Uttar Pradesh

A support center providing GST-related services

- Designed and developed WordPress websites for clients.
- Managed WordPress sites with {15} essential plugins, enhancing platform capabilities.

Volunteer

NASSCOM Foundation 08/2019 - 12/2019 Noida, India

An organization that fosters growth in the tech sector through social responsibility.

- Increased social media engagement by {15%} through crafting and scheduling {80} targeted posts monthly.
- Developed and executed social media marketing campaigns to enhance brand visibility.
- Social Media Post Creation For Engagement.

Social Media Marketing Intern

Hamari Pahchan - NGO 05/2019 - 07/2019 Uttar Pradesh, India

An NGO focused on community development

- Increased brand awareness by {25%} through a social media marketing campaign across {5} platforms.
- Increased brand awareness by {30%} by creating {50} targeted social media posts.

EDUCATION


Master's degree, Education


kumaun university 01/2016 - 12/2018


SKILLS

Ahrefs	Google Analytics	Google Search Console	
Search Console	SEMrush	SEO	on-page off page
content optimization	content strategy	WordPress	Chatgpt
Perplexity	B2B Page Optimization		

STRENGTHS

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Data-driven analysis skills
Track and analyze KPIs to enhance performance.
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SEO Audit Proficiency
Experienced in conducting successful SEO audits.
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Analytics Tool Proficiency
Proficient in using SEMrush and Google Analytics.