





Pratyaksh Yadav

SEO Outreach | Link Building Expert | On-Page SEO Specialist

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 [LinkedIn](#) |  [Portfolio](#)

Professional Summary

SEO and Digital Marketing Specialist with expertise in **link-building outreach, on-page SEO optimization, and influencer outreach**. At OutreachMani, I have successfully leveraged **SERP analysis tools** and data-driven strategies to enhance brand visibility and improve search rankings. Passionate about **email marketing, content writing, and strategic SEO planning**, I thrive in fast-paced environments that demand adaptability and innovation.

Core Skills

- ✓ Link Building & Outreach
 - ✓ On-Page SEO Optimization
 - ✓ SERP & Keyword Analysis
 - ✓ Influencer Outreach & Content Writing
 - ✓ Email Marketing & Digital Strategy
 - ✓ Google Analytics, SEMrush, Ahrefs
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Certifications

 HubSpot Certification

Professional Experience

OutreachMani (*Feb 2024 – Oct 2024 | 9 months*)

Link Builder

- Developed and executed **link-building strategies** to improve website authority.
- Conducted **SERP and competitor analysis** to identify high-quality backlink opportunities.
- Assisted in optimizing **on-page SEO**, contributing to improved search rankings.
- Managed outreach campaigns to **engage influencers and industry experts** for collaborations.

Data Extraction:

- Conducted **keyword research and filtering** for targeted outreach.
- Used **Ahrefs Content Explorer** to identify link-building opportunities.
- Merged data from multiple sources, removed duplicates, and performed **quality control (QC)**.

Email Extraction:

- Extracted emails using **Email Grabber & Snov.io**.
- Cleaned lists by removing **duplicate, unprofessional, and generic** emails (e.g., abuse, social, affiliate).
- Segmented data into sheets based on websites with or without emails.

Email Campaign Management:

- Set up and executed **outreach campaigns** for link-building.
- Managed **follow-ups, re-sending campaigns, and advanced link exchanges**.
- Conducted **Slack and LinkedIn outreach** for high-conversion opportunities.

Converted Domains Management:

- Categorized domains by **niche and metrics** for better targeting.
- Shared analyzed data with **respective clients** for link-building strategies.

OutreachMani (*Dec 2023 – Feb 2024 | 3 months*)

SEO Intern

- Gained hands-on experience in **SEO best practices and link-building techniques**.
- Assisted in keyword research, email outreach, and SEO content optimization.
- Worked closely with senior SEO professionals to implement **data-driven strategies**.

Knack Global (*Oct 2020 – Jul 2021 | 10 months*)

Accounts Receivable Associate

- Managed and streamlined **financial accounts and receivables** for accuracy and efficiency.
- Developed attention to detail and analytical skills, which later supported my SEO work.

DeskMoz - 24x7 Live Chat Agents (*Feb 2017 – Oct 2020 | 3 years 9 months*)

Operations Team Lead

- Supervised daily operations and ensured high-quality client support services.
 - Trained and led a team, enhancing my **management and communication skills**.
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Education

 **Suresh Gyan Vihar University** (*Feb 2018 – Feb 2021*)
Bachelor of Business Administration (BBA), Digital Marketing
