ARVIND KUMAR

SEARCH ENGINE OPTIMIZATION SPECIALIST

CONTACT

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EDUCATION

2013 - 2017
UIET, KURUKSHETRA UNIVERSITY
• Bachelor of Electronics And Communication Engineering

2011 - 2012
CLDAV SENIOR PUBLIC SCHOOL
• Higher School of Education

SKILLS

- Search Engine Optimization
- Content Management
- keywords Research
- Outreaching Specilist
- Guest Post and While Lable Linking
- Website Handling
- Technical SEO

LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Punjabi (Intermediate)

PROFILE

SEO Executive with 6+ years of experience specializing in on-page and off-page SEO for WordPress, Shopify, and HTML-based websites. I have consistently achieved top Google rankings and significant website traffic for clients across various industries. Proficient in SEO tools like GSC, Google Keyword Planner, Google Analytics, Ahrefs, Semrush, Moz, and Pitchbox, I stay updated on industry trends and Google's algorithm changes. With a proven track record and a passion for driving results, I am ready to elevate your online presence.

WORK EXPERIENCE

Kinminds Technologies
Search Engine Optmiization Executive   2023 - PRESENT

- Manage all SEO activities across various industry sectors, including E-commerce, Health and Yoga, Automotive and Finance, and Tech.
- Develop and execute comprehensive SEO strategies and campaigns that align with client goals and objectives.
- Monitor and ensure brand consistency across SEO channels and materials.

Submitcore   2018- 2023
Senior Digital Marketing Executive

- Manage SEO projects and develop comprehensive SEO roadmaps.
- Utilize business awareness, market research, technical SEO, social media marketing, and keyword research skills.
- Analyze customer audiences based on business services and plan content marketing strategies to enhance online presence.
- Focus on creating references through guest posting and white-label linking.
- Worked in the medical, technology, and travel industries and learned the fundamental of Digital Marketing.
- Gained expertise in blogger outreach, guest posting, and white-label link building in search engine optimization.

CERTIFICATES

C#.Net
C-DAC Institute Mohali, Punjab
Completed 6 weeks Industrial Training on C#.Net at C-Dac, Mohali

Google Ads
Google Ads Masterclass With Udemy Instructor **Diego Davila**
Course Of Duration- 12 Hours

Content-Led SEO
Content- Led SEO **with Brian Dean**
Course Of Duration- 12 Hours

Industrial Training
Bharat Electronics, Sec- 16 Panchkula
Completed 4 weeks Industrial Training at Bharat Electronics Limited