

Prajwal Rana

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Professional Experience

SEO Executive , Analytics Vidhya, On - Site

Oct 2023 - Present

- Boosted website performance through strategic on-page and off-page SEO techniques, resulting in improved search engine rankings and a substantial increase in organic traffic.
- Optimized Blog Pages with keywords, surged traffic up to 3.2 million, and generated 100+ leads in a month using WordPress.
- Conducted competitive research to identify content gaps and relevant keywords, coordinating with the website team for implementation, resulting in a 15% increase in organic traffic and a 10% improvement in search engine rankings over 6 months.
- Maintained an SEO update tracker and executed promotional campaigns, resulting in a 25% improvement in search rankings and a 15% increase in conversion rates.
- Audited website and partnered with the technical team to resolve CSS and JavaScript issues, enhancing page speed by 40% and reducing load times by an average of 3 seconds.
- Built strong relationships with webmaster tools such as Slack and Ahrefs, as well as authors, to secure high-quality backlinks. Negotiated deals that elevated domain authority to 68 and improved search rankings through strategic outreach and consistent follow-ups.

Marketing Launchpad, Kraftshala, Online

Jan 2023 - Aug 2023

- Selected for marketing launchpad. Proficient in keyword research, content writing, editing, SEO analysis, optimization, and link building.
- Executed SEO strategies for four brands, including Ultrahuman and Openinapp, delivering tailored on-page optimizations and backlinking initiatives that drove a 30% average increase in traffic within three months.

EDUCATION

Year	Degree	Institute	CGPA/%
2020 - 2022	Master Travel & Tourism	CUHP, Dharamshala	7.28
2017 - 2020	B.S.c	DAV College, Kangra	6.18
2014 - 2015	12th Grade CBSE	R.I.S, Nagrota Bagwan	53.4%
2012 - 2013	10th Grade CBSE	R.I.S, Nagrota Bagwan	6.8

EXTRACURRICULARS & CERTIFICATIONS

Leadership Development Camp, Himalayan Vagabond, Kullu, H.P

Nov 2021

- Joined a team to complete a 60km trek and reached an elevation of 11,000 feet.
- Led a team trekking challenge, managed navigation, resources, and emergencies, boosting endurance and resilience by 25%..
- Collaborated with a team of 4 to accomplish activities such as setting up a camp, a high ropes course, and river rafting.
- Organized logistics for daily activities during the leadership camp, including equipment inventory and participant tracking, ensuring 100% accountability of all resources and personnel throughout the demanding one-week program.

Semrush Academy

Mar 2025

- Expanded knowledge on Backlink Management Course With Greg Gifford.
- Completed Content-led SEO course with Brian within the designated time frame and earned a certification.

Skills

- Google Analytics (GA4) & Google Search Console
- CMS Experience: WordPress
- Google Docs, Sheets, Slides | Excel, Word, PowerPoint
- On-Page & Off-Page SEO Optimization
- SEO Tools: SEMrush, Ahrefs, BuzzSumo, Moz, Screaming Frog, Slack