

Personal Info

Mumbai, India
+91-9405777700
mayurkishnani996@gmail.com
Nationality
Indian
Date of birth
13/09/1996

Links

[LinkedIn](#)

Skills

SEO
Creativity
Social Media
Work ethic
Content Marketing
Teamwork
Leadership
Communication

Languages

English
Hindi
Marathi

Mayur Kishnani

SEO Specialist



Objective

- Seeking a challenging role as an SEO Executive where I can leverage my expertise in strategic link-building, guest post outreach, and SEO optimization to drive organic growth and maximize online visibility.
- A dedicated professional with a proven track record of identifying and capitalizing on backlink opportunities, negotiating with webmasters, and conducting thorough website audits.
- Goal-oriented individual committed to delivering tangible results and contributing to organizational success through innovative digital marketing strategies.
- Detail-oriented and proactive problem-solver, adept at assisting with on-page tasks and mitigating backlink toxicity to enhance website authority and search rankings.
- Eager to apply my skills and drive to propel businesses to new heights in the ever-evolving digital landscape.



Work Experience

SEO & Link-Building Specialist, Shopper.com, London
February 2025 - Present

- Identifying potential websites for backlinks through research and analysis of competitors, industry influencers, and relevant directories.
- Reaching out to webmasters, bloggers, and other website owners via email, social media, or other communication channels.
- Tracking all outreach efforts and responses in a spreadsheet or CRM tool.
- Analyzing competitors' backlink profiles to identify potential opportunities and gaps in link-building strategy.
- Achieving weekly activity KPIs and monthly targets.

- Preparing weekly and monthly progress reports for the management team.

SEO Executive, Akriveia Technologies Pvt Ltd, Bangalore

August 2023 - January 2025

- Led backlink analysis and keyword research to improve search rankings.
- Secured guest post placements to enhance brand visibility.
- Managed backlink toxicity and disavowal strategies.
- Optimized local SEO for better regional visibility.
- Conducted technical audits with Screaming Frog and SEMrush.
- Supported on-page optimization with actionable insights.

Digital Marketing Intern, Indian Cyber Security Solutions (Internship), Kolkata

August 2022 - May 2023

- Designed and implemented SEO strategies to increase brand visibility and website traffic.
- Managed and coordinated the development of digital content, including website, blog and social media posts.
- Created and maintained content calendar to ensure timely release of content across multiple channels.



Education

Bachelor of Engineering in Electronics & Tele-Communication, V.E.S. Institute of Technology

August 2015 - July 2018

Diploma in Electronics & Tele-Communication, V.E.S. Polytechnic

August 2012 - July 2015

SSC, Sri Ma Vidyalaya

June 2012



Courses

SEO Certification, WS CubeTech (A+)

August 2023 - September 2023

Advanced Artificial Intelligence Program, Kallada Academy

September 2023

**Certificate in Search Engine Marketing and Social Media
Content Marketing, NMIMS Global**

August 2022 - January 2023

Fundamentals of Digital Marketing, Google (A)

March 2023

**Digital Marketing, National Institute of Electronics &
Information Technology (NIELIT)**

June 2021 - July 2021

Inbound Marketing, Hubspot Academy

December 2022

Google AI Essentials, Coursera (A)

July 2024



Achievements & Contributions



Tools

SEO Tools

Ubersuggest, SeMRush, Google Search Console, Ahrefs,
Screaming Frog.

Social Media Management Tools

Publer, Hootsuite, Social Pilot

Graphic Designing Tool

Canva



References

References available upon request