



# SHUBHAM RAWAT

+918077969515

[rawatsubham.rawat63@gmail.com](mailto:rawatsubham.rawat63@gmail.com)

[LinkedIn](#)

## SKILLS

### SEO Skills

On-Page Optimization, Link Building, SEO Audits, Content Writing, Technical SEO, Market Research

### Languages Known

English, Hindi

## Experienced SEO Specialist with Proven Results

## SUMMARY

Dynamic SEO Specialist with 3+ years of experience in developing impactful outreach strategies, enhancing online visibility, and fostering strong industry connections. Proficient in both on-page and off-page SEO techniques, including content enhancement, keyword analysis, and strategic link building. HubSpot Academy certified, successfully driving top rankings and organic growth for diverse client websites through innovative partnerships and persuasive pitching.

## WORK EXPERIENCE

### SEO Associate at Corefactors, Bengaluru, Karnataka — Jun 2023 - Current

Executed comprehensive SEO strategies for multiple projects, significantly enhancing visibility and improving search engine rankings.

Successful Outreach campaigns for backlink collaboration with SaaS companies and SEO agencies.

### Digital Marketing Analyst at Indobytes, Hyderabad, Telangana — Jul 2022 - Mar 2023

Led optimization efforts for client website - indobytes.com and others, delivering high-quality content and optimization to improve search engine performance.

### SEO Executive at Solulab, Ahmedabad, Gujarat — Jun 2021 - May 2022

Performed in-depth keyword analysis and executed effective link-building campaigns to boost site authority and traffic. Ranked many commercial and transactional keywords at no.1 position on Google.

## EDUCATION

### Digital Marketing Certification from Hashtag Digital Marketing Academy

### Diploma in Aviation, Hospitality & Travel Management from Frankfinn Institute

## ROLES AND RESPONSIBILITIES

### SEO Responsibilities

- On-Page Optimization
- Building Backlinks through various strategies including Profile Creation, Business Listings, and Guest Posting
- Conducting comprehensive SEO Audits
- Enhancing Domain Authority and Traffic
- Executing outreach for Off-Page SEO through Emails and LinkedIn

## LICENSES & CERTIFICATIONS

### SEO Certification from Hubspot Academy

Issued on March 2024