

# MAULIK HIRE

SR. SEO EXECUTIVE

## CONTACT

+91 9737553307

hire.maulik1996@gmail.com

## SUMMARY

Results-driven Senior SEO Executive with 5+ years of experience in implementing effective SEO strategies that boost organic traffic and improve SERP rankings. Expertise in on-page and off-page optimization, technical SEO audits, content strategy, and team management. Skilled in using tools like Google Analytics, Ahrefs, and SEMrush to analyze performance and drive continuous improvement.

## EDUCATION

2018  
SUNSHINE GROUP OF INSTITUTIONS,  
RAJKOT.

- MCA

2016  
SMT. J.J. KUNDALIA COMMERCE  
COLLEGE, RAJKOT.

- BCA

2013  
SHRI BANSHIDHAR HIGH SCHOOL,  
RAJKOT.

- 12th (Commerce)

## SEO TOOLS

- Google Analytics,
- Google Search Console,
- Google Tag Manager,
- Keyword Planner,
- Ubersuggest Tool,
- Ahrefs,
- SEMRush,
- Screaming Frog,
- SEOSiteCheckup,
- Keyword Position Checking Tools,
- Duplicate Content Checking Tools,
- Back-link Checker Tools

## WORK EXPERIENCE

**BatBall11 Technolabs Pvt. Ltd.**

JULY 2022 -PRESENT

**Sr. SEO Executive**

- Generate and assign the tasks to the respective persons in the team.
- Coordination with the team of content writers, graphic designers, web developers, mobile app developers to improve the online presence of the product/website.
- Developed and executed a targeted influencer outreach strategy to increase brand awareness and user acquisition for the Fantasy Sports App. Identified and collaborated with niche influencers in the fantasy sports domain to create engaging and authentic content that resonates with the target audience.

**BiztechCS Pvt. Ltd.**

SEP - 2019 - JUNE - 2022

**SEO Executive**

- Worked with SEO team members to resolve technical problems, improve operations and provide exceptional customer service.
- Worked on **E-commerce SEO** projects to increase online sales.
- Developed good team communications and coordination with the digital marketing team.
- Regular observation on Google Analytics & Google Search Console.
- Generated monthly reports with essential statistics.
- Done effective competitor analysis.
- Performed effective **on-page & off-page SEO** activities

**AIS Technolabs Pvt. Ltd.**

JULY - 2018 - JULY - 2019

**JR. SEO Executive**

- Done effective off-page SEO activities.
- Learned Google Analytics & Google Search Console
- Keyword research to identify best suitable keywords for websites