



Varsha Paul Nayak

SEO Outreach Specialist

Profile

Highly motivated Outreach Specialist with a proven track record of successfully implementing and managing outreach campaigns. Skilled in developing and maintaining relationships with key stakeholders to drive engagement and achieve organizational goals. Strong communication and problem-solving abilities, with a passion for making a positive impact in the community. Seeking an opportunity to utilize my expertise in outreach to contribute to a dynamic organization's growth and success.

Contact

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🏠 Nagpur, Maharashtra, 445001

🌐 [Link-Building Portfolio](#)

Language

- Fluent in English
- Fluent in Hindi

Technical Skills

SaaS Link Building

Link Building Tools

Outreach Automation

Website Ranking

Social Media Outreach

Work Experience

Outreach Specialist SEO

Donorbox

Sep 2022 - Present

- Led automated and manual **outreach strategies**
- Focused on **targeted keywords** and specific pages
- Cultivated and maintained **relationships** with bloggers and influencers
- Ensured alignment with **backlinks campaign** objectives
- Developed and implemented **customized outreach campaigns**
- Consistently secured **60-70 SaaS links** per month
- **Collaborated** with link-building agencies, vendors, and influencers
- Utilized LinkedIn, Twitter, and Slack for **effective outreach** and engagement in the link-building process

Outreach Specialist SEO

Astra Security

Aug 2021 - Sep 2022

- **On-page optimizations:** CTA, interlinking, FAQs, metas, keyword density
- **Quality link-building:** 90-100 links in 15 days
- Comprehensive **keyword research**
- Successful **SEO outreach campaigns**
- Automated and manual **outreach**
- **Outreach campaign** design and execution
- Mail campaigns and **A/B testing** for optimal performance

Associate Specialist - SEO

Credforce Asia Ltd

Aug 2018 - Jul 2021

- Keyword discovery and expansion
- Landing page optimization
- Strategic approach maximization

Keyword Optimisation

Email Marketing Tools

Soft Skills

Goal-Oriented

Analytical Thinking

Time Management

Problem Solving

Relationship Building

Negotiation Skills

Team Collaboration

- Monthly progress reports
- Implementation of SEO elements
- Competitor website analysis
- Collaboration on SEO-related issues
- Backlink analysis and creation
- Quarterly keyword targeting

Inbound Marketing Analyst

Inbound Mantra

Apr 2018 - Jul 2018

- **Website Analysis:** Conducted comprehensive audits to identify and rectify performance issues on client websites.
- **Social Media Monitoring:** Researched and tracked results of social media and e-marketing campaigns.
- **Market Trends Awareness:** Kept abreast of current market trends and algorithm updates from leading search engines.

Digital Marketing Analyst

Adlift Marketing Pvt Ltd

Apr 2016 - Sep 2017

- SEO recommendations implementation
- Architecture and content changes
- Link improvement suggestions
- XML sitemaps and robots.txt
- 301 redirects implementation
- Enhanced search engine spidering
- Improved crawling and indexing

Education History

PGDM in Marketing & Finance

ASBM University

Aug 2014 - Feb 2016

- Graduated in Marketing & Finance
- Gained extensive practical and theoretical education from the lecturers

Bachelor in Commerce & Accounting

Calcutta University

Mar 2011 - Apr 2013

- Academic Excellence in Commerce and Accounting

References

Maneesh Sharma

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Ankit Pahuja

Astra Security / Marketing Lead

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