

# Dimpal

## SEO EXECUTIVE

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SEO Executive and Technical Web Content Writer proficient with impeccable creativity in mobilizing thoughts to words. Works with minimal input to produce engaging, authoritative, and error-free work. Autonomous yet communicative with more than 2 year's history of superior performance in remote & in-house environments. I work closely with SEO analysts, product managers, and business analysts to understand the functional requirements of the product and develop the required technical documents or SEO-friendly web content. To ensure the document's quality and accuracy.

## Professional Experience

SysTools Software Pvt.Ltd *May 2022 - Jan 2024*

- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
- Experienced in writing for **Data Recovery, Data Conversion, Cloud Backup & Migration**.
- Created SEO-friendly, optimized, and well-researched technical and creative content, including: **Software Product Reviews & Pages, Landing Pages, Guest Post Blogging**
- Conducted keyword research to guide content teams.
- Reviewed technical SEO issues and recommended fixes through **Google Search Console**. Optimized website content, landing pages
- Performed website optimization for search engines through **content analysis, keywords, and Title and Meta tags**
- Crafted comprehensive social media strategies to increase brand awareness and engagement, aligning with overall marketing goals.

Black Piano

*1 Feb 2024 - 30 June 2024*

- Successfully developed and executed **backlink-building campaigns** to improve domain authority and search engine rankings.
- Authored and managed guest blog posts on high-authority websites to drive traffic and establish credibility.
- Effectively distributed content across multiple platforms to increase exposure and attract inbound links. Actively engaged in relevant online forums and communities to share expertise and generate valuable backlinks.
- Utilized online directories to submit business information, enhancing local SEO efforts and website traffic. Identified and capitalized on brand mentions for link reclamation and improved online presence.
- Done advanced link building including abc link exchange and broken link building
- Created and executed engaging content strategies for platforms like Facebook, Instagram, and Twitter, boosting brand awareness and audience engagement.
- Led social media campaigns and promotions, collaborating with cross-functional teams to ensure cohesive messaging and branding.

Zenesys Technologies Pvt

*October 2024 - Present*

- Executed advanced off-page SEO strategies to build high-quality backlinks for services like **CMS development, Kentico, Umbraco, Sitecore, Microsoft SharePoint, .NET development, ReactJS development, eCommerce, Healthcare app development, Salesforce development, Angular development, Blazor development, and Mobile App development**.
- Managed and grew brand presence on **Twitter, LinkedIn, Facebook, Pinterest, and Instagram** through content marketing, video promotions, memes, and reels to boost engagement and visibility.
- Used tools such as **Google Analytics, SEMrush, and Ahrefs** to analyze website and product performance, track key metrics, and generate actionable insights for continuous improvement.
- Published live content campaigns across multiple platforms, leveraging trending formats for higher reach and audience engagement.

## Education

- 10th from CBSC board in the year 2018
- 12th from NIOS board in the year 2022
- Pursuing Graduation from School of Open Learning, University of Delhi
- CCC+ Certification

## Key Competencies

- Google Analytic
- Google Webmaster Tools
- Semrush
- Keyword Research
- Ahref
- On-Page Optimization
- Off-page Optimization
- Technical Content Writing
- Blog Writing
- Basics of HTML