

UDIT PANDYA

SEO Specialist



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ABOUT ME

Hello, I'm Udit Pandya, an experienced SEO Executive with hands-on expertise in off-page SEO (Email outreach, guest posting, niche edits, link exchange etc) and on-page SEO (keyword research, mapping, content optimization, internal linking, schema markup etc) also Familiar with tools like Ahrefs, Surfer SEO, google search console, and Google Analytics etc. Passionate about organic growth, SERP domination, and staying up to date with algorithm changes."

EDUCATION

M. K. BHAVNAGAR UNIVERSITY
Bachelor of Business Administration

2011 - 2014

M. K. BHAVNAGAR UNIVERSITY
Master of Business Administration

2015 - 2017

SKILLS

- Email Outreach Expert
- Link Exchanges & Partnerships
- Guest Posting
- Niche Edits / Link Insertions
- Broken Link Building
- HARO Link Building
- Social Bookmarking
- Citations & Local Listings Etc
- Keyword research & mapping
- Content Optimization
- Content Planning
- Internal Linking planning
- Competitor analysis
- Schema Markup etc.

LANGUAGE

- ENGLISH - PROFESSIONAL PROFICIENCY
- HINDI - PROFESSIONAL PROFICIENCY
- GUJARATI - BILINGUAL PROFICIENCY

WORK EXPERIENCE

sassyinfotech.com - SEO Executive

MARCH 2025 - NOW

Currently handling complete on-page SEO activities like Keyword research & mapping, meta tags, internal linking, and content optimization, etc, for multiple projects, along with supporting off-page efforts such as link building and content promotion to boost rankings and traffic.

upmetrics.co - SEO Executive

AUG 2023 - MARCH 2025

Handled complete off-page SEO activity for 1.7 years—executed email outreach, guest posting, link exchanges, and built 150+ high-quality backlinks via Slack, LinkedIn & email. In the last 7 months, I also took charge of on-page SEO, while staying as the leading key outreach specialist.

recurpost.com - Content Marketer

OCT 2022 - JULY 2023

I worked for 10 months as a content marketer, primarily focused on off-page SEO activities such as link building, guest posting, and outreach. Successfully built 140+ backlinks and supported content promotion to improve SEO performance and site authority.

Freelancing- SEO Executive

OCT 2021 - SEP 2022

Worked as a freelancer for a year, managing both on-page and off-page SEO. Handled tasks like content optimization, link building, and outreach—delivering improved keyword rankings, stronger backlink profiles, and overall SEO growth for clients.

99destinations.in - Senior Executive - Sale & operations

JULY 2017 - SEP 2021

Worked as a Senior Inbound Executive in a travel agency, handling sales and operations. Managed inbound customer inquiries and bookings, primarily for Gujarat tours—ensuring smooth travel experiences and delivering excellent client service.