

# Prashant Popali

1/2, Near Nirankari Bhavan, Sakri Road, Dhule, MH, India – 424001  
Mobile:(+91) 98604-82283 sunny.popali@gmail.com

---

## PROFESSIONAL SUMMARY

Experienced SEO Specialist with 12+ years in organic link building through outreach. Expert in crafting and executing backlink strategies that boost search rankings and domain authority. Skilled in building high-quality links, leveraging industry relationships, and creating impactful outreach campaigns for SEO growth.

## SKILLS

- Link Building
- Outreach Specialist
- Content Marketing
- Relationship Building
- Competitor Analysis
- Local SEO

## WORK HISTORY

**Link Building Specialist** | 06/2024 to Current

**Client Name - Joe Trewick, UK**

- Developed and executing outreach campaigns.
- Building relationship with blogger and webmaster for long-term partnership and consistent link-building.
- Conduct in-depth competitor analysis and link prospecting.

**Link Building Specialist** | 02/2021 to Current

**Client Name - Emma Williams, Seene Digital, UK**

- Developed and executing outreach campaigns.
- Built relationship with more than 200 blogger and webmaster using manual outreach strategy.

**Blogger Outreach Specialist** | 12/2020 to Current

**Client Name – Mike Khorev, Canada**

- Developed and executing outreach campaigns 3 different niche.
- Built relationship with more than 250 blogger and webmaster using manual outreach strategy.

## EDUCATION

**Symbiosis Institute of Management Studies – Pune, India | Master's Degree**  
Information Technology