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VAIBHAV GUPTA

SEO Analyst & Digital Marketer

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SUMMARY

SEO Analyst with hands-on experience in keyword research, on-page SEO, link building, content optimization, and performance tracking. Focused on driving organic growth using data-backed SEO strategies and optimizing content for both search engines and AI-driven search. Skilled in improving website visibility, ranking, and authority through structured SEO execution.

EDUCATION

Kutch University

Bachelor's of Computer Application
2020 – 2023

KEY SKILLS

- Keyword Research & SERP Intent Analysis
- On-Page SEO & Content Optimization
- SEO Content Writing & Blog Strategy
- Link Building & Off-Page SEO
- Technical SEO & Audits
- AI Search Optimization (SGE & AI-based Search Results)

CERTIFICATIONS

- HubSpot Digital Marketing Certification
- Google Analytics Certification
- DMI – Social Media & Digital Marketing Fundamentals
- Google Digital Garage – Digital Marketing Fundamentals

TOOLS & TECHNOLOGIES

- Ahrefs, Semrush, UberSuggest
- ChatGPT, Jasper AI, Notion, ClickUp
- Google Analytics & Google Search Console

PROFESSIONAL EXPERIENCE

SEO Analyst

WrapPixel | July (2024) - Present

- Conduct keyword research and competitor SERP analysis to identify ranking opportunities.
- Optimize website content, internal linking, metadata, and structure for improved ranking.
- Develop and manage link-building campaigns to increase domain authority.
- Perform technical and on-page SEO audits to resolve indexing and crawl issues.
- Track performance using GA4 & GSC and refine strategies based on ranking and traffic trends.
- Create and optimize SEO-friendly content and blogs aligned with search intent.

Digital Marketing Executive

Amulya Mica | July (2023) - June (2024)

- Analyzing on-page, off-page, and technical factors of the site and provide recommendations to improve its overall SEO growth and performance.
- Managed email campaigns and landing page updates.
- Supported lead generation and website management initiatives.

Marketing Intern

Krup Music | Jan (2023) - May (2023)

- Conducted keyword research to identify high-performing search terms using tools like Google Keyword Planner and Ahrefs.
- Contributed to backlink outreach efforts by connecting with publishers and relevant websites to improve domain authority.