MUKUL KUMAR

SEO SPECIALIST & SMM

🌐 **mukulkumar.unaux.com**

PERSONAL PROFILE

An SEO Specialist with 2.10 years of experience, specializing in ON Page SEO, OFF Page SEO, Technical SEO, HTML/CSS, keyword optimization, meta descriptions, Google Analytics, Google Search Console, Social media expert and Data Analysis. Handling HTML/CSS and WordPress projects. I have also created infographic, poster, ppt. And uploaded the content on website, images videos. Competitor analysis, and Keyword research.

CONTACT INFORMATION

Mobile: +91 7011130104
Email: mukulinkumar@gmail.com
Website: mukulkumar.unaux.com
Address: Oil Mill Road, Someshwarpura Halasuru Bengaluru, Karnataka 560008

TECHNOLOGY & TOOLS

- HTML5 / CSS
- Search Engine Optimization
- Search Engine Marketing
- On Page Optimization
- Off page optimization
- Technical SEO
- Google Analytics
- Google Search console
- Wordpress
- Google AdWords
- Pay Per Click
- Social Media Marketing
- Site maintenance
- Link Building
- Graphic Design
- Canva
- Keyword Planner
- Ahrefs
- SEMRush

WORK EXPERIENCE

Associate SEO Manager

HayStack Marketing Services Pvt Ltd
The Media Ant | May 2022 - Oct 2022

- Optimized websites for search engines though analysis content, site architecture, keywords as well as Title and Meta tags.
- Develop SEO strategies based on keyword research, keyword strategy, competitive analysis, domain authority, current rankings, and other factors that contribute to developing a successful SEO campaign.
- Keyword Analysis, picking the right keywords, keyword density, keyword positioning, use of and keyword linking.
- Using correct META, Alt tags, Keyword combinations, H1 to H4 tags, URL analysis, content alteration, hyperlink optimization.
- Optimized [The Media Ant] and Achieved 400K visitors within 5 months
- Researched high volume keywords through SEMRush & keyword planner to update anchor text, title tags, and descriptions
- Planned and executed internal and external link building strategies to increase search engine visibility
- Implemented backlink strategies to increase the number of links to the The Media Ant
- Collaborated with operations, marketing, and engineering teams, to implement best practices for on-page, off-page, and technical SEO.

List of project which i woked on:-

- www.themediaant.com
- www.themediaant.com/blog
- www.themediaant.com/agency

Digital Marketer (SEO Specialist & SMM)

Joinus Infoservices (India) Pvt Ltd | Oct 2019 - Feb 2022

- **On-Page Optimization: -** Keyword analysis and research, Competitor analysis and research, Title, Meta Tag (description & keywords), Google analytics, (Website Analysis, Meta Tag Optimization, Webmaster Tools (Sitemap.xml), Robots.txt, Keyword Planner, Optimization Of Title Description,Keywords, Content Optimization- Implementation etc.
- **Off-Page Optimization:-** Guest Posting, Link Insertions, Local Listings, Broken Link Building, Question & Answer Sites, Social Bookmarking, Social Posting, Article Submission, PPt Submission, PR Submission etc.
- **Social Media Marketing:-** (Facebook , Instagram,Twitter , Quora, Pinterest, YouTube Linkedin ,Competitor Activity research) etc.
- **Site Analysis:-** Complete technical report of the website. There on page and off page factors of the website.

LIST OF PROJECT WHICH I WOKED ON:-

- www.joinus4education.in
- www.joinus4education.com
- www.thedivineevents.in
- www.homesinabroad.com
- www.educationbricks.org
- www.educationbricks.in
- www.flyexx.com
- www.flyexx.in

LANGUAGE SKILLS

English - Working Proficiency

Hindi - Professional Proficiency

Tools and Technology Skills :-

- **SEMRush** (paid), (site audit, Competitor analysis, Keyword research, Domain comparison, Position Tracking, Content explorer, Competitor backlink analysis.)
- **Canva, Postermywall** (Infographic, Ppt, videos, Poster, Presentation, Flyer)
- **Google Search console** (URL Inspection, Fetch as Google, Sitemaps, HTML Improvements, Core web vitals)
- **Google Analytics** (Real-time report, Audience overview, Demographic Report, Geographic location, Number of users and sessions)
- **Screaming Frog, Moz SEO , SpyFu , GTmetrix, Ubersuggest, Keyword Planner Microsoft Clarity, Headline Tool, Sitechecker Tool, People Also Ask Tool**

Freelance Project (as a Digital Marketer & Web Developer)

- www.globaltripholidays.com
- www.admissioncares.com
- www.skyfillconsulting.com
- www.drtrade.in
- www.thedivinemedia.in
- www.ojotaxi.com
- www.jyothiclinic.in

EDUCATION HISTORY

DIT School of Engineering Greater Noida, Delhi

B.Tech (CSE) 2013 - 2017
64%

L.S College Muzaffarpur
12th (Science) 2011- 2013
65.80%