

Curriculum Vitae

UJJVAL KASHYAP

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OBJECTIVE

Experienced SEO Analyst with a proven track record of successfully boosting website traffic and engagement in the education and other sectors. Seeking an exciting role in a dynamic organization to apply my skills in keyword research, building valuable backlinks, and optimizing blog content for peak performance. Committed to improving search engine rankings, enhancing online visibility, and delivering measurable results through data-driven assessments and staying abreast of industry changes.

EXPERIENCE

- Working at SprintZeal Private Limited as an SEO executive since April 2023.
- Worked at SprintZeal Private Limited as an SEO Intern from Oct 2022 to March 2023.

ROLES & RESPONSIBILITIES

- Backlinks for ranking a Website (Do follow)
- Research & Analyze competitor Website.
- Conduct thorough keyword research to identify strategic opportunities for organic traffic growth.
- Analyze and prioritize keywords based on relevance, search volume and competition.
- Track and analyze website analytic performance and identify ranking improvement opportunities
- Develop strategies to increase engagement and generate over 50+ likes on the company website's Facebook fan page.
- Responsible for enhancing the website's DA, PA, and trust flow through the creation of high-quality backlinks using ethical SEO techniques with authoritative websites and directories.
- Link-building skills like Article submission, Guest posting, Directory submission, and, image submission, video submission, info graphic submission, PR Submissions, Blog Posting, Forum Posting Social Bookmarking - High PR links, etc.
- Create and optimize content that resonates with the target audience and aligns with SEO objectives.
- Contribute to the development of a comprehensive content strategy aligned with SEO goals.
- Develop and implement effective link-building strategies to increase the website's authority and credibility.
- Conduct outreach and establish relationships with relevant website for backlink acquisition.
- Optimize on-page elements, including, meta tags, header tags and content to enhance search engine visibility.
- Collaborate with content creators to ensure SEO best practices are integrated into the content creation process.
- Utilize tools such as Google Analytics, Google Search Console, and other SEO software to monitor and analyze website performance.
- Generate regular report, highlighting key performance indicators and providing actionable insights.
- Perform technical SEO audits to identify and address issues affecting website performance.
- Monitor and optimize website architecture, URL structure and site speed for optimal search engine crawling and indexing.
- Stay abreast of industry trends algorithm updates and emerging SEO technologies.
- Implement best practices and recommend strategies to adapt to changing search engine algorithms.

PROJECT

- Creating WordPress Website: www.modernindiafoundation.org

SKILLS

- Proficient knowledge of Microsoft Office (Word, Excel, PowerPoint).
- Basic knowledge in developing static website using WordPress with plugins like Elementor, Astra etc.
- Knowledge in image/video editing using Canva & Vista create.
- Analytical Skills: Proficiency in using SEO tools like Google Analytics to analyze website performance, track rankings, monitor traffic and generate reports.
- SEO tools: Basic knowledge with popular SEO tools such as Google Search Console, Moz, SEMrush, Ahrefs, Ubersuggest, Google Analytics, Google Trends, Competitor analysis.
- Proven skills managing PPC campaigns on Facebook & Instagram Ads platforms.

CERTIFICATE

- Enrolled and completed Digital Marketing Certification from UDEMY. (<https://udemy-certificate.s3.amazonaws.com/image/UC-f07c2576-7db1-4e6b-b49d-64ade987cc21.jpg>)

CORE COMPETENCIES

- Decision making.
- Critical thinking.
- Strong understanding of effective marketing principles.
- Excellent writing and editing skills.
- Good lead generation and follow-up.

EDUCATIONAL QUALIFICATION

- MBA from UIM Prayagraj affiliated with Dr. A P J Abdul Kalam Technical University with Marketing Specialization in 2020.
- B. Com from C.S.J.M. University in 2017.
- Passed Intermediate in the year 2014.
- Passed High School in the year 2012

PERSONAL INFORMATION

Date of Birth	13 th November 1996
Nationality	Indian
Languages Known	Hindi, English
Address	503, SS Brundavanam, 7 th Cross, Ananthnagar Electronic City – Phase 2, Bengaluru, Karnataka-560100

DECLARATION

I hereby declare that the above information provided is true to the best of my knowledge and belief.

Date: -

Place:

UJJVAL KASHYAP

