
UTKARSH KAKAR

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Greater Noida, Delhi NCR

Summary

8.5 Years of Experience in Digital Marketing (8 Years in SEO), proficient in Microsoft Excel, PowerPoint and WordPress (8 Years).

Education

Masters of Business Administration (MBA)

Indira Gandhi National Open University (IGNOU)

Currently
Pursuing

Digital Marketing

Delhi School Of Internet Marketing New Delhi , Delhi

01/2018

Bachelor Of Business Administration (BBA)

Vivekananda Institute of Professional Studies (VIPS) New Delhi, Delhi

05/2017

XII - Indian School Certificate (ISC)

Carman Residential & Day School Dehradun , Uttarakhand

05/2014

X- Indian Certificate of Secondary Education (ICSE)

Carman Residential & Day School Dehradun, Uttarakhand

05/2012

Skills & Tools

- Search Engine Optimization
 - Excel
 - Writing Skills
 - Photoshop
 - Google Search Console
 - Ahrefs
 - Social Media Marketing
 - WordPress
 - Web Design
 - Google Analytics
 - Moz
 - SEMrush
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Experience

BLITZPOKER

SEO Specialist- Remote

01/2023 - Present

- Increased the web traffic from 5891 in January 2023 to 17514 in November 2023. **Up by 197.3%.**
- Grew organic keywords from 1401 in Jan 2023 to 13625 in April 2023. **872.5% increase.**
- Grew the domain authority from 14 to 20

QuirkyByte Media Pvt. Ltd.

Website Manager and SEO Executive - New Delhi, Delhi

02/2018 – 01/2023

- Increased the web traffic [284.91%] for the period Feb 1, 2018 – May 31, 2018 as compared to the previous period Oct 1, 2017 to Jan 31, 2018
- Grew the overall web traffic for 2018 [4229.23 %] by introducing new SEO strategies for the website
- Brought increase in the AdSense Revenue [4491.39%] from Organic web searches by increasing the web traffic
- Brought changes in the ad placements which increased the AdSense Ads Clicked [23988.38%], AdSense Page Impressions [5109.59%] and AdSense CTR [362.38%]
- Worked for brands like SmartCrowd (Dubai), PimpSheep, Pimclick, SmartTek etc.

Accenture

Analyst — Content and Digital Marketing - Gurgram, Haryana

08/2017 - 12/2017

- Optimized the content for ETA's (Extended text ads) as per the relevant Call-to Actions (CTAs) for Google Ads (formerly Google Adwords)
- Worked for some of the industry's leading brands like OLAY, VICKS, Best Buy, G Adventures etc.

QuirkyByte Media Pvt. Ltd.

General Manager, Social Media Manager and Content Writer - New Delhi, Delhi

08/2015 - 01/2017

- Managed the Social Media handles like Reddit, Twitter, Pinterest, Stumbleupon, Tumblr and Google+
- Wrote SEO optimized content relating to the latest technologies and gadgets.

QuirkyByte Media Pvt. Ltd.

Social Media Manager Intern - Amity Incubator Noida, Uttar Pradesh

05/2015 - 07/2015

Languages

- English
- Punjabi
- Hindi