

Vipul Yadav

Search Engine Optimiaztion

A Very Motivated, Proactive IT Professional with Nearly 6 years of experience in SEO, SMO, PPC Experience in handling international client for SEO projects & Link building .

Work History

2022-09 -
Current

SEO & Offline Partnership

Dltto Insurance A product by Finshots

- Created dynamic SEO strategies to exceed market competitors
- Driving a significant upsurge in organic traffic and enhancing user engagement.
- Initiated and single-handedly spearheaded the project, enhancing both backlink portfolio and on-page SEO strategies.
- Worked with the AVP and Product Manager, leading technical SEO initiatives and website directory changes that resulted in improved search engine rankings and user experience.
- Contributed four months of Term Operations department, for streamlining operations.

2022-08 -
2021-01

Senior SEO Executive

New Media Guru Pvt. Ltd.

- Technical SEO (through Advanced SEO Technique),
- Pitches For Clients & Pre Sales PPT (SEO),
- SEO Activity Plan For Yearly / Quarterly with Content & Link Building Activity,
- Project Management via Trello & Slack, Weekly Calls With Client (Project Progress and Reporting)
- Reviewed and optimized client sites to improve keyword targeting URL strategies, website architecture and content.

Contact

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Phone

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E-mail

vipulinhere@gmail.com

WWW

<https://bold.pro/my/vy-port-31214000148/427>

Skills

On Page SEO

Off Page SEO

Local SEO

Technical SEO

Advanced Content strategy and planning

Ahref/SEMrush Tools

Google API & Python Crawling

Client communication

Market Analysis

Keyword Research

2020-12 -
2019-05

SEO Executive

V-TALK INDIA Pvt. Ltd

- OFF Page SEO (Link Building - Brand Mention, Guest Post + Outreach), WordPress
- Development (Web design & Development + Technical SEO), Shopify Development (SEO Tasks), Teachable
- Development (Created Portal for Biocon Biologics), Salesforce Development (Workflow & Advance CRM), Email Marketing (For Sales driven E-mails - MCA), Website Quality Audit (Analytics Audit & Search Console Audit), In
- Depth Master Keyword Research & Competitor Analysis, Monthly/Weekly Reporting through Google Data Studio

2018-08 -
2019-04

Social Media Executive

Star Consulting Global

- Facebook, Linkden, Instagram, Twitter (Page Growth), Facebook, Linkden, Instagram, Twitter (Publishing & Writing), Video Editing, Canva Designing



Web Stack

- HTML
- Wordpress
- Shopify
- Salesforce
- Teachable



Languages

Hindi



English





Education

2018-01 -
2016-01

SCHOOLING

National Public School - Delhi

2018-04 -
2024-01

GRADUATION

Subharti University (Distance Education)

Pursuing MASTER'S

Subharti University (Distance Education)



Certifications

2018-06

Digital Marketing Certification (Digiperform)

2024-05

SEMrush Content Marketing Google

2024-05

Google Analytics Certification



Interests

Reading

Riding

Traveling

Playing Outdoor Games

Sports



Personal Information

- Father's Name: Mr. Lalit Kumar Yadav
- Date of Birth: 08/22/2000
- Nationality: Indian
- Marital Status: Single



Disclaimer

I hereby declare that all the information given above is true to the best of my knowledge.