

SAGAR MALIK

8199999716 · sagar8199999@gmail.com ·
Hisar, Haryana

SEO SPECIALIST

Results-driven Digital Marketing Professional with over 4 years of experience specializing in Search Engine Optimisation (SEO). Adept at leveraging expertise in SEO, Social Media Optimisation, and Google Ads to enhance online visibility, drive targeted traffic, and achieve measurable business outcomes. Proven track record of developing and executing strategies that align with business objectives and deliver substantial growth.

STRENGTHS AND EXPERTISE

SEO
Keyword Research
Google Ads

On Page Optimisation
Technical Optimisation
Social Media Optimisation

Link Building(Paid)
Content Optimisation
Competitor Analysis

PROFESSIONAL EXPERIENCE

SEOReseller.com USA
SEO Specialist

April 2023-August 2024

Demonstrated a significant increase in organic website traffic (SEOReseller) through effective on-page optimization, content improvements and link building. Continuously worked on client websites, focusing on on-page optimization and content creation, resulting in improvements in organic traffic.

Roles and Responsibilities:

- I have managed 40–50 client websites solely for On-Page SEO, Technical Optimisation and Content Optimisation. Worked on different CMS like WordPress, Squarespace and Wix for updating content.
- Creating Keyword Research Reports, Audit Reports and Competitor Analyses for Clients.
- Planning and doing keyword research for the websites to find out new content and ranking opportunities.
- I have worked on the SEOReseller website for On-Page, Off-Page and Technical Optimisation. The organic traffic increased by 30-35% by implementing On-Page and Content optimisation in 2-3 months.
- Worked on Link insertion and Guest Posts for SEOReseller with a budget of \$4500/month

SMSCountry, Hyderabad
SEO Executive

MAY 2021 - MARCH 2023

Roles and Responsibilities

- I have worked on the Telebu Blog and Improved its Traffic(Organic)
- I have worked on Google Ads for SMSCountry(Optimising the Campaigns for Keywords and updating the extensions)
- I have handled the SMSCountry website for SEO and improving its traffic(Both for blog and website)
- Worked closely with the content team for SEO Content Creation and optimisation.
- Created Competitor Analysis Reports for the websites.

Roles and Responsibilities

- I have handled WHMCS Global Services SEO and Content Planning.
- Off-Page activities for WHMCS Global Services
- I have worked on Hostingseekers from Scratch on SEO, Social Media Optimisation
- Cold Email Campaigns for Hostingseekers.

TOOLS

Keyword Research

- Google Keyword Planner, Ahrefs, Semrush, Google Trends, Google Search Console

Analytics

- Google Analytics, Google Search Console and Looker Studio

Competitor Research

- Google SERP, Competitor Websites, Google Keyword Planner, Ahrefs, MOZ, Semrush

CMS

- WordPress, Wix, Squarespace, Webflow

Email Marketing

- Mailchimp

Audit

- Screaming Frog, Website Auditor, Ahrefs, Semrush, Moz, SEOptimer

EDUCATION

Kurukshetra University

Bachelor of Commerce

OP Jindal Modern School, Hisar

High School

OP Jindal Modern School, Hisar

Intermediate School

PERSONAL DETAILS

DOB: 3rd November 1995

Gender: Male

Marital Status: Unmarried