



# KUNAL BHARDWAJ

SEO Specialist | Content Creator | Social Media

## PROFILE OVERVIEW

As a learning digital marketing professional with a strong hands-on SEO, I have developed a deep understanding of SEO that goes beyond the ordinary. My expertise extends not only to Organic SEO but also towards Social Media Marketing, where my creativity drives impactful content strategies in the era of customers' self-buying journey with content as a main supporting pillar in the digital age. In addition to my SEO proficiency, I have worked on other marketing skills like linkedin content creation, Linkedin Posting, Social Media Posting, and content research/ideas. I am eager to contribute my experience and insights to a dynamic team, leveraging my unique blend of skills to drive results and innovation in the ever-evolving digital landscape.

## EDUCATION

2018  
**Masters of Business Administration ( Marketing + Human Resource)**  
Chandigarh University, Mohali(Punjab)

2015  
**Bachelors of Business Administration**  
Kurukshetra University, Kurukshetra (Haryana)

2012  
**Senior Secondary (X11th)**  
ST. Joseph's Senior Secondary School, Chandigarh


2010  
**Secondary | Matric (Xth)**  
ST. Joseph's Senior Secondary School, Chandigarh

## WORK EXPERIENCE


**Feb 2024 - till Present**  
Hoop konsulting, Chandigarh, India.  
**Digital Marketing Executive**

- Led LinkedIn brand building for in-house projects and international clients.
- Created various content formats for LinkedIn, including infographics, carousels, PPTs, AI videos, and GIFs.
- Designed visual content to highlight company offerings and services.
- Researched and developed B2B marketing content for specific social media platforms.
- Planned and managed Social Media Content Calendars using Google Sheets and Airtable, scheduling posts with Buffer and Typegrow.
- Used AI tools like ChatGPT, Canva, Microsoft Designer, Invideo, and Moonvalley for LinkedIn content creation and design.
- Performed White-Hat SEO for international clients, utilizing both traditional and advanced techniques to build authority.

## Contact

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## Expertise

- White-Hat SEO
- Keyword Research
- AI Content Creation
- Social Media Marketing
- Content Research
- Content Calender

## TOOLS

- AHREFS
- SEMRUSH
- GOOGLE ANALYTICS
- GOOGLE SEARCH CONSOLE
- KEYWORD PLANNER
- CHATGPT
- PERLEXITY
- CLAUDE AI
- GOOGLE GEMINI
- MICROSOFT DESIGNER
- InVideo
- TYPEGROW
- EASYGEN
- META

## PROJECT MANAGEMENT TOOLS

- MICROSOFT TEAMS
- SLACK
- TRELLO

Sep 2021 - Jan 2024

### tecHindustan Solutions Pvt. Ltd, Mohali, India. SEO Executive

- *Conducted In-depth SEO website audit to know website's seo health condition.*
- *Did Keyword Research from scratch to fetch the best high value and converting keywords.*
- *Performed complete On-Page/On-Site SEO functions to make website look clearer, optimized basic website elements to make website SEO friendly and user-friendly.*
- *Worked on Off-Page/Off-Site SEO functions to create quality back-links, thus increasing website's authoritativeness, better link-juice/flow and reputed credibility in the eyes of SERP's.*
- *Optimized website's important landing pages for inspecting the seo based user experience errors, copy structure and navigation structure for better conversions, thus referring the better ideas and solutions through detailed docs as a recommendation or designed mock-ups as a reference.*
- *Keeping an eagle eye on content opportunities through content recommendations useful for organic ranking and traffic.*
- *Attended some client calls to make them understand about their project's SEO work, time duration, SEO website changes and final results.*
- *Did some technical on-page and other technical SEO checks to identify and fix technical issues such as page speed, GSC errors and website responsiveness.*
- *Monitoring and tracking SEO data through analytical tools like users, traffic, rankings , keywords for better analysis on weekly and monthly basis.*

### Social Media Work

**Important Note :** tecHindustan Solutions was flexible to offer employees to learn and shift to other profile, if the employee was curious to make career in that particular skill. So, I got an opportunity to work on Social Media too during my SEO tenure for my extra learning and curiosity.

- *Prepared a monthly event calendar to know the important days (for specific project) for which we used to create and upload social media posts.*
- *Brainstorming the design and content ideas from scratch for the post which needs to be uploaded on Social Media platforms. Also, exploring the web and other social platforms like Pinterest, Reddit, Google, and Instagram for ideas.*
- *Clicking photographs in office for any kind of events taking place like employees birthdays, work anniversaries and fun activities.*
- *Preparing a list of employees for their birthday celebration and first work anniversary, thus uploading those moments on Social Media platforms.*
- *Doing thorough research on trending technologies, skills and reels, thus making audience aware with 'what's hot in the town' through social media posts.*

## **March 2019 - Aug 2021**

Nysoftech India Pvt.Ltd, Chandigarh, India

### **Business Development Executive/Online Bidder**

- *Bidding on freelance portals like Upwork.*
- *Generating business leads for SEO skill.*
- *Used to coordinate with SEO internal team and Leads for project timeline, cost, SOW and proposal changes according to the client's project requirements.*
- *Writing and pitching business proposals according to the client's job.*
- *Informing SEO lead for business call when client used to be ready for final business deal according to the client's availability.*
- *Maintaining record for daily bids and monthly report to be shown to the project manager for performance review.*
- *Informing Project lead for business call when client used to be ready for final business deal according to the client's availability.*

## **May 2018 - Feb 2019**

Bliss IT India Pvt.Ltd, Chandigarh, India

### **Business Development Executive/Online Bidder**

- *Bidding on freelance portals like Upwork and Guru.*
- *Generating business leads for programming language like PHP and CMS like WordPress.*
- *Used to coordinate with internal teams and Leads for project timeline, cost, SOW and proposal changes according to the client's project requirements.*
- *Writing and pitching business proposals according to the client's job.*
- *Maintaining record for daily bids and monthly report to be shown to the project manager for performance review.*

## **Reference**