



ROHIT KUMAR

PROFESSIONAL SUMMARY (SENIOR SEO ANALYST)

(TOTAL EXP: 5 YEARS)

SENIOR SEO ANALYST AT IDEAS2IT TECHNOLOGIES PVT LTD (FEB. 24 to PRESENT)

- ☑ Conducted technical keyword research and analysis, optimizing seed keywords for tech solutions and informative blogs. (for Ideas2IT & Freightfox)
- ☑ Researched and identified organic and paid opportunities through marketplace meetings, increasing business visibility.
- ☑ Conduct site-wide & page-wise audits, providing seo recommendations to the development & graphic designing team to update & rank better. (Daily Activities)
- ☑ Research and implement new SEO tools and technologies to enhance and add business topics and strategies.
- ☑ Developed overall SEO strategy and workflow for marketing funnels.
- ☑ Led a project called '**TechBehemoths**,' which helped acquire organic business inquiries through the marketplace, resulting in **6 inquiries** acquired organically.

SENIOR SEO ANALYST AT REVSTRAT STRATEGY CONSULTING (OPC) PVT. LTD. (JUL 2023 – JAN 2024)

- ☑ Conducting in-depth keyword research and analysis for Clients (Ideas2IT, Freightfox Securelayer7, Zapro, Swageazy, Parason Machinery)
- ☑ Analyzing website performance and identifying areas for improvement
- ☑ Developing and implementing SEO strategies & Set GTM campaigns
- ☑ Managing technical & non-technical blog performance for multiple clients
- ☑ Creating blog briefs based on client requirements and SEO practices

SEO EXECUTIVE CUM GOOGLE ADS SPECIALIST AT PST Gems PVT. LTD. (MAY 2023 – JUN 2023)

- ☑ SEO tasks (boosted website traffic by up to 300%)
- ☑ Conducted keyword research for potential areas
- ☑ Created & published high-quality blog posts
- ☑ Performed on-page, off-page & technical SEO activities to boost blog rankings
- ☑ Monitored blog performance & website traffic

Google Ads Tasks:

- ☑ Creating and optimizing campaigns for performance
- ☑ Setting up conversion tracking
- ☑ Testing bidding strategies and budgets
- ☑ Monitoring performance and making adjustments as needed

SEO EXECUTIVE AT PACIFIC DEVELOPMENT CORPORATION LTD. (SEP 2022 - MAY 2023)

- ☑ Keyword & topic research (on-page & off-page SEO)
- ☑ Increased Pacific World School website **traffic by 2.5x**
- ☑ Managed SEO for two websites: Pacific World School & Pacific Business Park
- ☑ Conducted competitor research & planning to outrank competitors
- ☑ Managed mall websites & brand updates and developed a local SEO strategy.
- ☑ Created a blog website for the mall (pacificindia.in/blog)
- ☑ Performed technical SEO analysis to assess website suitability for SERP
- ☑ Implemented On-Page SEO & Off-Page Activities
- ☑ Tracked website performance, evaluated data, and handled HTML meta tags, robots file creation, and redirection chain uploads

PROFILE SUMMARY

To work in association with professional groups that offer opportunities for career advancement and professional growth. I aim to benefit the organization with my skills while working in a highly motivated and driven environment, gaining valuable experience for my career growth in a highly challenging organizational strategic setting.

SKILLS & EXPERTISE

Technical Skills:

- ☑ Used AI Popular AI Tools & Prompt Engineering
- ☑ Social Media Marketing
- ☑ Search Engine Optimization (On-Page Off-Page)
- ☑ Technical SEO & Site-Wide Audit
- ☑ WordPress Website Design (Free & Paid Themes)
- ☑ E-Mail Marketing
- ☑ Competitor Analysis
- ☑ Keyword Research (Using Paid & Free Tools)
- ☑ MS.Word,Excel, PowerPoint

Soft Skills:

- ☑ Communication & Problem-Solving
- ☑ Teamwork & Empathy
- ☑ Time Management

ACHIEVEMENTS

- ☑ Increased website traffic by 40% (Ideas2IT)
- ☑ Gain traction 300% (AJC Edutech) Ranked all RBI Grade B & Nabard Terms
- ☑ Ranked all RBI Grade B & NABARD keywords

DIGITAL MARKETING COURSE

- ☑ Master of Digital Marketing (DSIM)

TOOLS USED

- ☑ Google Trends, Google Alerts, Hootsuite
- ☑ Google Keyword Planner
- ☑ Google Search Console & Analytics
- ☑ ChatGpt, Meta AI, Gemini, Perplexity, Copilot
- ☑ WordPress, Webflow, Yoast & Rank Math(SEO)
- ☑ Ahrefs, Semrush, Moz
- ☑ Screaming Frog
- ☑ Google PageSpeed Insights, GTMetrix, Lighthouse
- ☑ Dr. Link Checker
- ☑ Mailchimp & Snov (Email Marketing)
- ☑ Google Ads, Facebook Meta
- ☑ Schema Markup & Structured Data Tool (via GTM)
- ☑ Photoshop, Canva
- ☑ Unbounce (Landing Pages)

ACADEMIC BACKGROUND:

- ☒ Graduation - B.com -Delhi University (2017)
First Division (60.5% Marks)
- ☒ Class XII - Commerce from SCAN SBV
School (2014) (73% Marks)
- ☒ Class X - Govt. Boys Sr. Sec. School (2012)
(7.6 CGPA)

HOBBIES:

- ☒ Trekking Activities
- ☒ Travel
- ☒ Volunteering
- ☒ Listening to Music

CONTACT INFORMATION:

Curent Address: 511, 1st Cross Road,
TR Colony, Jeevan Bhima Nagar,
Bangalore - 560075

Email ID: rk1710201@gmail.com

Mobile Number: +91-9811721018

SEO EXECUTIVE AT AJC EDUTECH PVT LTD (SEP. 2020- SEP 2022)

- ☒ Marketing Strategy & Planning
- ☒ Article Marketing, Guest Blogging
- ☒ Online Reputation Management
- ☒ Email Marketing
- ☒ On Page & Off Page Optimizations
- ☒ Understanding Social Media Trends & Forums Behaviour (Including YouTube, FB, Reddit etc.
- ☒ Keyword research & Topic Research (Article, YouTube) *Using: Ahrefs, VidIQ)
- ☒ Regax Features of GSC & Answer the Public)
- ☒ Maintain Keyword Ranking Report & Analysis Weak Content
- ☒ Advance Google Search Console
- ☒ Press Release (Begginer)
- ☒ Google Business Profile (Local SEQ)
- ☒ Niche & Micro Niche Blogging
- ☒ Google Alert & Trend Analysis
- ☒ Competitors Research & Planning
- ☒ Influencer marketing
- ☒ Website **Traffic Increased by 2x.**

SEO EXECUTIVE MOLUT MEDIA PVT LTD (MAR 2020 - AUG 2020)

- ☒ Design Coupon Website & maintainance
- ☒ On-Page & Off-Page Seo

DIGITAL MARKETING EXECUTIVE AT JMD MOTORS & SCAN AUTO SPA (JUL-DEC 2019)

- ☒ Manage Facebook, Instagram, Pages
- ☒ Car Details Posting on various Marketplace: Facebook, Quikr, Olx Premium
- ☒ Handle Daily Customer Chats
- ☒ Create Fully Responsive Website to Showcase available car details
- ☒ Promoting Locally by Postings offers and information On Google My Business
- ☒ Generating Leads from Facebook & Instagram
- ☒ Design Creatives on Photoshop
- ☒ Search Engine Optimization Off-page & On-Page to improve visibility locally.

DIGITAL MARKETING INTERN AT THE EXAM EXAM GURU (APR - JUNE 2019)

- ☒ Enhancing Search (SEO & Onsite) Performance and Drives Quality Traffic
- ☒ Building and Maintaining Link-building Strategies and Campaigns
- ☒ Updating reviews Google My Business & Reports of Goolge Analytics, Seach Console
- ☒ Daily Social Media Postings on Facebook, Instagram, LinkedIn
- ☒ Promoting Locally by Postings offers and information On Google My Business
- ☒ Creating Landing Page for Lead Generation on Unbounce
- ☒ Wordpress Website Designing
- ☒ Social Media Campaigns: Lead Generation, Page Likes & Engagements
- ☒ Creating & Analyzing Monthly SEO keyword ranking & Social Media Report for Improvements.