

# KIRAN KUMAR K M

## SEO Specialist

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Bengaluru, Karnataka

kirankumarkm4342@gmail.com

### PROFESSIONAL SUMMARY

Certified and results-driven SEO Specialist with hands-on experience in SEO, SMM, ORM, and WordPress. Skilled in driving organic traffic, lead generation, and brand growth. Experienced in using SEO tools, analytics, and AI strategies to deliver results.

### EDUCATION

#### MBA (CGPA 7.45)

The Oxford College of Engineering,  
Bengaluru

Jul 2020 – Nov 2022

**Project:** A Study on Digital  
Marketing & its Impact on Small  
Businesses

#### B.COM (CGPA 8.18)

SVR College of Commerce &  
Management Studies, Bengaluru

Jul 2015 – Jul 2018

### SKILLS

- Google Analytics (GA4)
- Google Search Console
- Search Engine Optimization
- Social Media marketing
- Keyword Research
- Google Business Profile
- WordPress
- Canva Design
- MS Excel, MS Word,  
PowerPoint

### AWARDS

- 3 Rising Star
- Out Of The Box
- Outstanding Contribution In  
Delivery

### WORK EXPERIENCE

#### SEO ENGINEER (Jul 2023 – Feb 2025)

Upnet Software Pvt Ltd (Rolling Rock Software Solutions Pvt Ltd)

- Performed keyword research using Google Keyword Planner, SEMrush, Ahrefs, Ubersuggest, and AI tools.
- Executed on-page SEO: content optimization, meta tags, headers, images, and internal linking.
- Led off-page SEO strategies: guest posting, backlinks, article submissions, and listings.
- Collaborated on technical SEO: site speed optimization, mobile responsiveness, and indexing.
- Managed Google Analytics (GA4) and Google Search Console for performance tracking and troubleshooting.
- Conducted competitor analysis and implemented AI tools to enhance campaign outcomes.
- Managed and optimized WordPress websites.
- Delivered weekly/monthly SEO reports and KPI tracking.

#### DIGITAL MARKETING INTERN (Apr 2023 – Jun 2023)

Possible (Truweight Wellness Pvt Ltd) Bengaluru

- Supported SEO campaigns and social media marketing, Email and WhatsApp marketing.
- Assisted in reporting, keyword Research, and content optimization.

#### SENIOR ASSOCIATE (Dec 2018 – Jan 2023)

Capgemini Technology Services Pvt Ltd, Bengaluru

- Invoice processing, audit, internal trainings.

### ADDITIONAL SKILLS

- Team Assisting
- Reporting
- Internal Trainings
- SEO Interviews

## LANGUAGES

- English
- Kannada
- Hindi
- Telugu

## INTERESTS

- Stock market
- Horse Riding
- Travelling
- Cooking
- Freelancing

## PERSONAL DETAILS

- Date of birth : 03/04/1997
- Marital status : Single
- Gender : Male
- Father Name : Mallappa K E
- Nationality : Indian

## CERTIFICATIONS

- Skill Diploma in Digital Marketing – Digital Academy 360
- Fundamentals of Digital Marketing – Google Digital Garage
- Introduction to Digital Marketing – Great Learning
- SEO Fundamentals – SEMrush
- Google Analytics Certification
- HubSpot Certification

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## PERSONAL PROJECTS

- <https://rentdrink.com/>
- <https://seofreelancerinbangalore.com/>

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## LINKEDIN

- <https://www.linkedin.com/in/thenameiskiran/>