

RAKESH KUMAR

SEO Specialist

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Behlana, Chandigarh, India



ABOUT ME

Results-driven SEO specialist with 4+ years experience. Improved organic search rankings from page 3 of Top 5 for 10+ high-competition keywords for a service provider brand and increased their organic traffic by 21%. Seeking to leverage exemplary project management skills, data analysis skills, and broad technical SEO knowledge as an SEO Strategist at Google.

WORK EXPERIENCE

SEO Specialist

Outsourcing Technologies

2018 - Ongoing Panchkula, Haryana

- Created 20+ SEO campaigns for websites with complex media and big structures.
- Led a team of four - with the goal of increasing the websites organic visibility.
- Prepared informational and reader-friendly reports.
- Stayed up-to-date with the newest SEO guidelines and trends.

SR. SEO Executive

Thirtyfour Soft Systems Private Limited

2016 - 2017 Mohali, Punjab

- Structured and managed multiple SEO Campaign for small and affiliate business.
- Improved organic search results by increasing the search engine results page from 12 to number 2.
- Conducted searches such as evaluating competitor websites to incorporate best practice and create a marketing strategy to ensure optimal results.

SEO Executive

Xcelance Web Solutions

2015 - 2016 Mohali, Punjab

- Drive continued improvement of SEO practices, ranking strategies, on-page and off-page performance
- Provide reporting and success bites to the SEO Managers each and every day/week/month

SKILLS

Online Reputation Management

Social Media Optimization

google analytics Social media

Advanced Technical analysis Canva

Local SEO ubersuggest SEMrush

FIND ME ONLINE

in rakeshkumarseospecialist

@rakeshseochn

LANGUAGES

Hindi

Native



English

Proficient



RECENT PROJECTS

www.learntofly.edu.au

📍 Australia

1st Page Keyword Ranking at Google.com.au

- Melbourne Flight School
- Aviation School Melbourne
- Pilot Training Courses
- Flight Training Australia

www.stardjhire.com.au

📍 Australia

1st Page Keyword Ranking at Google.com.au

- DJ Hire Sydney
- Corporate DJ Hire
- Hire DJ For Wedding
- Wedding DJ Hire Sydney

www.drshahidi.com

📍 Australia

1st Page Keyword Ranking at Google.com.au

- Rhinoplasty Sydney
- Nose Job Sydney
- Nose Surgeons
- Men's Nose Jobs
- Nose Jobs Before And After

EDUCATION

Bachelor degree in Computer Science

[Longowal Polytechnic College| Derabassi](#)

📅 2013 - 2015

10th +2 From CBSE BOARD

[Government Model Senior Secondary School](#)

📅 2011 - 2013

TRAINING / COURSES

[Google search ads Certification](#)

[Google Fundament Certification](#)

SEO TOOLS I USE

SEO

[SEMrush](#)

[Ahrefs](#)

[Screaming frog](#)