SANDEEP KUMAR

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SUMMARY

I'm an SEO Specialist with 3+ years of experience in helping websites improve their rankings on search engines. I specialize in increasing traffic by using effective keyword research, optimizing content, and applying smart SEO strategies. My focus is on getting real, measurable results by making websites easier to find and more visible to the right people.

WORK EXPERIENCE

SEO Specialist, Grow My Vyapar   **Feb 2023 – Present**

- Perform SEO audits for client websites, conduct research on competitors, identify keyword optimization opportunities, and provide recommendations to enhance web page sitemaps, resulting in a 60%-120% increase in organic traffic for customers
- Coordinate with marketing teams and clients to develop SEO strategy based on Google Analytics, keyword rankings, and competitive analysis
- Grow online presence for an online retailer client by driving on-page optimizations and conducting A/B testing to analyze web page performance

SEO Executive, Professional Utilities   **July 2022 – Jan 2023**

- Managed SEO initiatives and digital marketing campaigns. Increased website authority and lead generation through effective strategies.
- Campaign planning: Conceptualizing, planning, and executing digital marketing campaigns

SEO Intern, Spyne.ai   **Oct 2021 - June 2022**

- Conducted keyword research to identify content optimization opportunities.
- Analyzed website performance using Google Analytics and Search Console.
- Assisted in implementing on-page and off-page optimization strategies. Conducted competitive analysis to identify industry trends and opportunities.

EDUCATION

BA Programme   **2017 – 2019**
School of Open Learning (DU SOL)

Advanced Digital Marketing Course
Skill Circle

KEY SKILLS

- Keyword Research & Analysis
- On-page SEO Optimization
- Off-page SEO Optimization
- Technical SEO
- Google Search Console
- Google Analytics (GA4)
- WordPress SEO
- Backlink Strategy

- Content Marketing & Topic Clustering
- Local SEO
- Online Reputation Management (ORM)
- Review Management
- Google Ads & Meta Advertising
- Competitive Analysis Website
- Performance Analysis