

Neeraj Kirola

SEO Specialist | SaaS SEO | Outreach | +91-6395640470 | [Linkedin](#)

CAREER OBJECTIVE

As a seasoned SEO professional with over 3+ years of experience, I am seeking a SEO Specialist position where I can leverage my extensive expertise in advanced SEO strategies, and innovative project management. My goal is to contribute to the company's success by driving significant improvements in search engine rankings, user engagement, and overall digital presence, while fostering a collaborative and dynamic team environment.

PROFILE SUMMARY

- Over 3+ years of SEO experience, enhancing visibility and engagement for numerous websites.
- Currently an SEO Specialist at Techatom Pvt Ltd, focusing on strategic content marketing and staying ahead of digital marketing trends.
- Proficient in collaborating with cross-functional teams to implement innovative SEO solutions and improve targeting strategies.

SEO Tools

Google Analytics, Google Search Console, SEMrush, Ahrefs, GT Metrix, Google PageSpeed Insights, Hootsuite, Rank Math, Yoast, Moz, Screaming Frog, and Keyword Everywhere.

Work DETAILS

Techatom Pvt Ltd

SEO Specialist
Feb 2024 - Present

Responsibilities

Over my 3-year tenure evolving from SEO Intern to SEO Specialist, my key contributions have included:

- Strategizing, planning, and executing comprehensive SEO campaigns. • Performing in-depth keyword research and identifying crucial SEO KPIs. • Monitoring key metrics like redirects, click rates, and bounce rates to optimize user engagement.
- Developing content marketing strategies aimed at driving sales growth. • Crafting targeted buyer personas to reach better and engage our audience.

- Preparing article outlines, suggesting internal linking strategies, and managing backlink and outreach activities.
- Staying updated with recent algorithm changes and adapting strategies accordingly.

Projects – March 2021 – September 2023

- Monovm.com
- Slideuplift.com
- 1Gbits.com
- Ab Smartly

Projects - Sept 2023 to Continue.

- GetAlter.ai
- Zaplify

Responsibilities

- Strategizing, planning, and executing comprehensive SEO campaigns.
- Conducting detailed keyword research and defining critical SEO KPIs.
- Monitoring user engagement metrics such as redirects, click-through, and bounce rates.
- Leading content marketing efforts aimed at sales growth and audience engagement.
- Profiling buyer personas to tailor strategies for targeted audience outreach.
- Managing freelancers, Outline Creation, and executing backlink and outreach activities.

Inhouse PROJECTS

- Duniakagyan Youtube: [Link](#)
- Learndunia.com
- Techgeekbuzz.com

EDUCATIONAL QUALIFICATION

- Hubspot Academy SEO Certificate 2024-2025.
- B.com from Kumaun University Nainital, 2018.
- Senior Secondary (Science) from UK Board, 2015.
- Secondary Education from UK Board, 2012

DECLARATION

I affirm that the information provided herein is accurate and truthful to the best of my knowledge and belief.

Place: Delhi Neeraj Kirola