

CONTACT

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EDUCATION

2020 - 2022

DR. A. P. J. ABDUL KALAM
TECHNICAL UNIVERSITY,
LUCKNOW

- Master of Computer Applications

2017 - 2020

HI-TECH INSTITUTE OF
ENGINEERING AND
TECHNOLOGY GHAZIABAD

- Bachelor of Computer Applications

SKILLS

- On Page SEO
- Off Page SEO
- Technical SEO
- Google Analytics
- Google Search Console
- Google Tag Manager
- SEO Audit Report
- Market Research and Audience Targeting
- Youtube SEO

LANGUAGES

- English
- Hindi

Vikash Kumar

TEAM LEAD - DIGITAL MARKETING

PROFILE

Experienced digital marketer with 3+ years in developing and implementing successful strategies. Expertise in keyword research, onpage and off-page SEO, technical SEO, content marketing, and performance analytics. Proven track record of effectively managing and optimizing online campaigns to achieve business goals. Strong analytical skills and passion for industry trends and technologies.

WORK EXPERIENCE

AppSquadz Software Pvt Ltd

APR 2024 - PRESENT

Team Lead - Digital Marketing

- Promoted to Team Lead Position in April 2024.
- Leads and manages a team of SEO professionals to achieve productivity and goals.
- Performs website audits and competitor research for new clients.
- Conducts in-depth keyword research and analysis to inform content creation and improve SEO performance.
- Manages on-page SEO tasks such as meta tags, heading tags, content optimization, internal linking, alt tags, and navigation.
- Utilizes digital marketing tools like Canva and SEO tools, Zoho CRM, while analyzing website performance.

AppSquadz Software Pvt Ltd

SEPT 2022 - MAR 2024

Digital Marketing Executive

- Create and manage the marketing budget, ensuring efficient allocation of resources and optimizing ROI.
- Managed technical SEO tasks such as robots.txt, sitemap.xml, schema markup, page speed, website responsiveness, broken links, breadcrumbs, and more.
- Managed a team of YouTube SEO professionals to optimize channel and video performance, improve search rankings, and increase audience engagement.
- Monitor brand consistency across marketing channels and materials.

Milkyway Infotech Pvt. Ltd.

JAN 2021 - AUG 2022

Digital Marketing Executive

- Performed keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities.
- Administered search engine programs (XML sitemaps, webmaster tools) for purpose of diagnostic reporting on client projects.
- Kept pace with SEO, search engine, social media and internet marketing industry trends and developments
- Worked closely with the other team members to meet client goals.