**Atul Kumar**

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**CAREER OBJECTIVE**

To seek a challenging position in **SEO/SEM/Google Adwords** ,where I can leverage my abilities and skills to add value to the organization I work for and add continuous value to my skill sets in parallel.

**EXECUTIVE SUMMARY**

* **7+Years** experience in **Digital Marketing**, **Search Engine Techniques, Google Merchant Center, Google Analytics, Google Adwords, Google Search Console, Facebook Ads.**
* Responsible for online promotion of websites through off-page and on-page optimization.
* SEO professional with solid experience in developing SEO campaigns, analytics, SE rankings monitoring, keyword research, site auditing methods and link building. A clear communicator with a background in account management and operations, I have a passion for optimising websites to achieve business goals and a talent for improving organic SE rankings with my creative approach and thorough research and analysis.

**Rank My Business**

**Sr.SEO Executive(20 March 2023 to Present)**

**PROFESSIONAL EXPERIENCE**

**E-Profit Booster UK**

**SEO Analyst (07 Feb 2022 to Present)**

**Role:**

Involved indoing site analysis,check content duplicacy,competitor analysis,backlink analysis of competitors,keyword research and on-page changes like Meta and content changes.

Making plan after finalization of keywords.

Manage monthly SEO reporting(keywordrankings,SEO traffic etc.)

Search for new avenues for high level backlinking.

Analyze data from Google analytics and try to get more traffic on website and convert it to leads.

Knowledge of Google Analytics and Search Console to analyse traffic trends and site behaviour.

Handling Google Adwords.

Work with cross functionally with various departments to develop and advance the online marketing team.

Having knowledge of tools like Ahrefs,Siteliner,Copyscape,Sistrix,Rmoov.

Knowledge of Google analytics and Search console to analyze traffic trends and site behaviour.

Knowledge of handling projects on Google Merchant Center.

Handling Google Adwords including remarketing.

Knowledge of handling different penalties and how to get the sites out of Google penalty.

**Rankontechnogogies Private Limited**

**Digital Marketing Lead (10 Sep 2018 – 31 Dec 2021)**

**Role:**

* Involved in doing site analysis, check content duplicacy, competitor analysis, backlink analysis of competitors, keyword research and on-page changes like Meta and content changes.
* Making plan after finalization of keywords.
* Manage monthly SEO reporting (keyword rankings, SEO traffic etc.)
* Search for new avenues for high level back linking.
* Analyze data from Google analytics and try to get more traffic on website and convert it to leads.
* Knowledge of Google Analytics and Search Console to analyse traffic trends and site behaviour.
* Handling Google Adwords.
* Work with cross functionally with various departments to develop and advance the online marketing team.
* Having knowledge of tools like Ahrefs, Siteliner, Copyscape, Sistrix, Rmoov.
* Knowledge of Google analytics and Search console to analyze traffic trends and site behaviour.
* Knowledge of handling projects on Google Merchant Center.
* Handling Google Adwords including remarketing.
* Knowledge of handling different penalties and how to get the sites out of Google penalty.

**SEO competencies:**

* Staying up to date with the latest developments in the SEO field.
* Thorough understanding of E-commerce.
* Knowledge of web usability, site design, geo targeting,and ranking methods etc.
* Commercially aware with good business acumen.
* Extensive understanding of how to follow compliance guidelines and avoid black hat techniques that can damage a clients website.

**ST infosystem**

**SEO Executive (7 Feb2016 – 22 August2018)**

**Role:**

* Involved in doing site analysis, check content duplicacy, competitor analysis, backlink analysis of competitors, keyword research and on-page changes like Meta and content changes.
* Making plan after finalization of keywords.
* Manage monthly SEO reporting (keyword rankings, SEO traffic etc.)
* Search for new avenues for high level back linking mainly in UK mainland.
* Handling a team of 10 members.
* Client interaction on phone or e-mail.
* Having knowledge of tools like Ahrefs, Siteliner, Copyscape, Sistrix, Rmoov.
* Knowledge of Google analytics and Search console to analyze traffic trends and site behaviour.
* Knowledge of handling projects on Google Merchant Center.
* Handling Google Adwords including remarketing.
* Knowledge of handling different penalties and how to get the sites out of Google penalty.
* Work with cross functionally with various departments to develop and advance the online marketing team.
* Mentoring junior staff.

**SEO competencies:**

* Staying up to date with the latest developments in the SEO field.
* Thorough understanding of E-commerce.
* Knowledge of web usability, site design, geo targeting, and ranking methods etc.
* Commercially aware with good business acumen.
* Extensive understanding of how to follow compliance guidelines and avoid black hat techniques that can damage a clients website.

**ACADEMIA**

* **MCA** from **Indira Gandhi National University**.
* **6 Month .Net Certification Course from SPAAT Institute**
* **6 Month ORACLE (SQL, PL/SQL) Course from SPAAT Institute**
* **BCA.** From Indira Gandhi National Open University.
* **12th**from SAV Inter College Kaushambi.
* **10th** from SGPS Inter College,Kaushambi.

**PERSONAL DETAILS**

**Date of Birth:** 04thApril 1989

**Nationality:** Indian

**E-mail Id:**atulamit002@gmail.com

**Present Location:**Lucknow

**Hometown:** Kaushambi

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

**Date:**

**Place: Atul Kumar**