

# NEERAJ KUMAR

SR. SEO EXECUTIVE

📍 Vijaynagar Ghaziabad 📞 +91 8851560018 ✉ Neerajkumar1792000@gmail.com

DOB: 17-Sept-2000 in in/neeraj179/ 🌐 https://www.neerajkumar.info/

## WORK EXPERIENCE

Appy Pie LLP (Saas Company)

Sr. SEO Executive, Noida (Jun 2021 - Jul 2021)

- Worked on On-page SEO of Appy Pie's Multilingual Pages and Helped Leading SEO initiatives to improve organic search rankings and drive website traffic.
- Conducting comprehensive keyword research and analysis to identify high-value keywords.
- Implementing on-page and off-page SEO strategies, including content optimization and link building.
- Monitoring website performance using tools like Google Analytics and Search Console.

Global Healthfit Retail India LLP, Neuherbs (An e-Commerce Company)

Digital Marketing Executive, Noida (Dec 2021 - Nov 2022)

- Assisted in the development and execution of SEO strategies to improve website visibility.
- Conducted keyword research and implemented on-page optimization techniques.
- Analyzed website analytics data to identify trends and insights for performance improvement.
- Implemented and managed comprehensive link-building campaigns, successfully acquired high-quality backlinks through various strategies including guest posting, link exchanges, blog posting, press releases, classified ads, and profile creation
- Successfully managed Google and Facebook advertising campaigns with a daily budget of ₹20,000, achieving a return on investment (ROI) of 3:1

Open Dg (A Digital Marketing Agency)

Digital Marketing Executive, Noida (Jul 2020 - Dec 2021)

- Managed SEO campaigns for multiple clients, focusing on increasing organic traffic and improving search engine rankings.
- Performed technical SEO audits and implemented corrective actions to enhance website performance.
- Conducted competitor analysis to identify opportunities for growth and improvement.

## EDUCATION

Course	Institute	Passing Year	Result
B.COM (H)	Banaras Hindu University	Expected Jul 2023	7.8
XII	Kendriya Vidyalaya No.1 AFS Hindon	Apr 2019	72.6
X	New Rainbow Public School	Jun 2017	8.2

## SKILLS

**Skills:** Search Engine Optimization (SEO), SEO Audits, Search Engine Marketing (SEM), Social Media Marketing (SMO), Google Ads, PPC, Facebook Ads, LinkedIn Ads, SMS Marketing, E-Mail Marketing, WhatsApp Marketing, Email Outreach, Lead Generation, Ads Campaign Management, Quality Backlinks Acquiring, HTML & CSS, Wordpress, Shopify shop, etc.

**Language:** English & Hindi

**Tools & Software:** Google Search Console (GSC), Google Analytics, Google Tag Manager, ahrefs, Semrush, Moz, Screaming Frog, Hotjar, Mailchimp, Omnisend, Tellephant, National SMS, Fast2sms, Google Ads (Google Adword), Meta Ads Manager (Facebook Ads Manager), Facebook Business Manager, etc.

## PROJECTS

My Portfolio Website

Developed and deployed a personal portfolio website (neerajkumar.info) utilizing GitHub for version control and Netlify for hosting.

### SEO & PPC Campaigns

Global Healthfit Retail India LLP, Neuherbs (June 2019 - Oct 2021)

To create a successful SEO and ads campaign for Neuherbs, start with keyword research to target relevant health and wellness terms. Optimize on-page elements like titles and meta descriptions, and create high-quality content. Improve technical SEO by enhancing site speed and mobile-friendliness. Build backlinks through guest posts and collaborations. For Facebook ads, target specific demographics and use engaging visuals and compelling ad copy. Retarget website visitors and test different ad creatives. On Google Ads, organize campaigns by product categories and use automated bidding strategies. Ensure landing pages are optimized for conversions. Monitor key performance indicators like CTR, conversion rates, and ROAS to measure success and make necessary adjustments.

## **SEO Campaign**

Appy Pie LLP (Nov 2021 - Present)

To create a successful SEO campaign for Appy Pie LLP, start with comprehensive keyword research targeting app development, no-code platforms, and related terms. Optimize on-page elements such as titles, meta descriptions, and headers. Develop high-quality, informative content including blogs, tutorials, and case studies. Enhance technical SEO by improving site speed, mobile responsiveness, and ensuring clean URL structures. Build backlinks through guest posts and partnerships. Implement local SEO by optimizing Google My Business and encouraging customer reviews. Track KPIs like organic traffic growth, keyword rankings, and engagement metrics to measure success and adjust strategies accordingly.

## **ACHIEVEMENTS**

---

Member at HBR (Harvard Business Review) Ascend Select

Boosted organic search traffic by 243% and lead generation by 137% in 1 Year.

Achieved top 5 rankings for 6 high-value keywords and improved page load speed by 39%.

Increased domain authority by 26 points through an effective backlink strategy.

Enhanced content for 130% longer session durations and 78% more pages per session.

Raised local traffic by 57% and local conversions by 19% with targeted SEO.

Improved Google Ads PPC performance, reducing CPC by 90% and increasing CTR by 154%.

Managed digital marketing campaigns, achieving a 300% increase in conversions and a 30% decrease in CPA.

## **CERTIFICATIONS**

---

Search Engine Optimization Fundamentals by University of California

Building Brand Awareness with Ads By Facebook

Creative Problem Solving by University of Minnesota

Marketing Analytics by University of Virginia

Microsoft Advertising Certified Professional by Microsoft

E- Mail Marketing by Amity

Fundamental Of digital Marketing by Google