

# ARUN KUMAR

SEO EXECUTIVE



## CONTACT

+971-653-3580

arun7838@gmail.com

D-525/5a, Ashok Nagar,  
Delhi - 110093

## EDUCATION

### Bachelor of Arts (B.A.)

University of Delhi  
2009 -2012

### Intermediate (10+2)

CBSE  
2008 -2009

### Matriculation (10th)

CBSE  
2006 -2007

## SKILLS

- Project Management
- Time Management
- Effective Communication
- Digital Marketing

## LANGUAGES

- Hindi
- English



## PROFILE

An experienced SEO Executive (Certified by Digital Deepak) boosting website rankings on searchengines. Skilled in on-page, off-page and technical SEO (Search Engine Optimization). Proven success in growing organic traffic and improving site performance using tools like GSC, Google Analytics, SEMrush, and Ahrefs, etc.



## WORK EXPERIENCE

**Ansumiti Technosoft** Nov 2023 - Nov 2024  
SEO Executive

- Improve search engine rankings through strategic SEO
- Conducted keyword research and optimized content
- Implement and manage link-building strategies
- Analyze website performance using tools like Google Analytics and SEMrush
- Develop and execute SEO strategies to improve organic search rankings

**Freelancing** Jan 2021 - Nov 2023  
SEO Specialist

- On-page SEO - Keyword research & analysis, Webpage, Blog Header footer optimization including meta title, description, body content, image, internal linking optimization
- Competitors research & analysis, Website Audit, Link building

**Soft Web Works** Sep 2016 - Sep 2019  
Internet Researcher

- Conducting web research for multiple industries by using various search engines like Google and social media channels to research data of the given keywords
- Bulk emailing on the collected data base
- Link building activities and Preparing keywords ranking reports



**Zeki KPO** Oct 2015 - Aug 2016  
Presales Non-Voice Executive (ORM Dept.)

- Researched Online Reviews
- Highlighted the main issues impacting each brand's reputation
- Created detailed reports with findings on negative reviews to help brands
- Suggested Reputation Strategies