

# HEMANT KUMAR

**Address :** Inderpuri Colony, Near Gaushala  
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## Career Objective

- To continuously enhance my knowledge, skills and experience by getting involved in challenging work environment and utilize them for personal and organizational growth to the best of my knowledge.

## Work History

### SEO Executive at Techmagnate – Digital Marketing Agency (Dec'20 – May'21)

- **Roles :** Completed keyword research & keyword targeting.
- Maintained knowledge of current market trends and algorithm updates of top search engines.
- Addressed project keyword & traffic performance and submit report to client and managers.
- Collaborated with content writers to give them suggestions about content optimization.
- Collaborated with off- page team to give them strategy for link building.
- Collaborated with web developers to give them suggestion in website structure.
- Monitoring of complete SEO activities to gain user engagements & ranking in SERPs.
- Client handling over phone call, email, skype, hangout and task management tool.
- Communicate with clients and give them regular update regarding their projects through chat, email, weekly & monthly review meeting etc.
- **On-page activities performed during tenure:**
  - Setup Analytics and Configure Goals and Funnels
  - Setup Google Webmaster Tools (GWT) and configure settings
  - Create sitemap.xml file and submit in webmasters tools
  - Create robots.txt file
  - Meta Data Optimization - Title, Description, Heading Tags
  - Alt tags optimization
  - Existing content optimization
  - Internal linking & anchor text optimization
  - Footer & header optimization
  - Backlink analysis
  - Create competitor analysis report
  - Duplicate content check
  - SEO friendly URLs rewriting
  - Prepared CRS topics for off page work

## Other skills

- ✓ Wordpress Setup
- ✓ Domain & Hosting Setup
- ✓ URL Redirection
- ✓ Sitemap Analysis
- ✓ Robots.txt File analysis
- ✓ Bot traffic blocking
- ✓ CRO
- ✓ Tools knowledge like : Rankwatch & Semrush

- Prepared monthly reports and submit it to client
- Prepared PPT for monthly client review meetings

### **Search Engine Optimization Executive at W3Brain LLP (June'18 – September'20)**

- **Roles :** Completed keyword research & keyword targeting.
- Collaborated with content writers to give them suggestions about content optimization.
- Off page work link building.
- Replied comments on websites.
- Monitoring google analytics & webmaster tool.
- Competitor analysis keywords, meta tags, ranking, social accounts, SERP ranking local ranking, backlink profile monitoring & analyzing.
- Researched and monitored social media campaigns and e-marketing campaign results.
- Utilized search engine optimization and emphasized importance of link building.
- Reviewed and optimized sites to improve keyword targeting URL strategies, website architecture and content.
- Provided detailed reporting and analysis on website demographics and statistics using Google Analytics tool.
- Researched evergreen content for onsite blog & link building
- Incorporated XML sitemaps, robots.txt files and 301 redirects to facilitate search engine spidering, crawling and indexing.
- Article submission, blog posts, post on review websites, answered queries on FAQs websites, social Bookmarking, submitted pdf on pdf sharing websites, slide share websites, newsletters, press release websites for creating a good backlinks.

### **Data Entry Operator (DEO) at MS Enterprises (2017 Jan to 2018 April)**

**Roles :** Managed documents by organizing forms, making photocopies, filing records, preparing correspondence and creating reports.

- Organized, sorted and checked input data against original documents.
- Corrected any data entry error to prevent later issues such as duplication or data degradation.
- Entered data into system according to formatting standards.
- Scanned documents and saved in database to keep records of essential organizational information.

## **Projects Niche Worked On**

1. Healthcare
2. Medical
3. Metal Stamping
4. B2B Database Service
5. B2B Wigs supplier & manufacturer
6. Software Development
7. B2C Tiles
8. News
9. Multipurpose blog
10. Multipurpose PDF Providing Site

## **Academic Qualifications**

Qualifications	College / Board / University	Year of Passing	Percentage
<b>MCA</b>	Advanced Institute of Technology Management	2016	73.66 %
<b>BCA</b>	MVN Education City	2014	67.26 %
<b>Class XII</b>	HBSE Board Haryana	2011	77.8 %
<b>Class X</b>	HBSE Board Haryana	2009	59 %

## **Other Responsibilities**

- ❖ Creating engaging social media & content strategies and execution plans that cultivated audiences, increased web traffic.
- ❖ Provided market analysis and insights to senior management through google trends.
- ❖ Reporting of campaigns with in-depth analysis on performance of keywords, organic traffic, bounce rates, session time, exit rates etc.
- ❖ Did efforts to Increase organic page views with reduction of bounce rate on website through site-content management & optimization & on page & technical SEO analysis.
- ❖ Keyword performance analysis through Rankwatch, SEMrush & Google Webmaster.
- ❖ Keyword Analysis, complete site Analysis

## **Additional Skills**

- Operating Systems : Windows 10/8/7
- Web Technologies : HTML, Basic CSS, JavaScript
- Google Tools : Google Analytics, Google Webmaster, Google Tag Manager  
Google keyword planner
- Digital Marketing : SEO, SMO, Content Marketing Strategy
- Computer Application : Ms-Office, Basic Photoshop
- Wordpress Setup, Theme Installation, Basic Optimization and Designing

## Personal Traits

- Dedicated and Hardworking.
- Disciplined and good etiquette.
- Problem solving mindset.
- Zeal to learn new things.

## Certifications

- Certification in Fundamentals of Digital Marketing from Google Digital Unlocked.
- Certification in Search Engine Optimization (SEO) from LinkedIn Assessment.
- Certification in Google Analytics from Google.
- Certification in Google Analytics from LinkedIn Assessment.
- Certificate for Participation in Office Buddy (MS OFFICE).

## Personal Profile

- Name : Hemant Kumar
- Father's Name : Sh. Santosh Kumar
- Date of birth : 16-Nov-1992
- Languages Spoken : English, Hindi
- Hobbies : Playing & Watching Cricket, like to watch educational videos & prime time news shows on TV.