VISHAL KUMAR

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About

Search Engine Optimization Specialist with over 1 year of hands-on experience in SEO, SMO, and influencer marketing. Demonstrated success in boosting website visibility, increasing organic traffic, and enhancing search engine rankings through data-backed strategies. Proficient in keyword research, on-page/off-page SEO, technical audits, and backlink building.

Experience

GrowHype.ai **(May 2025 -July 2025)**

SearchEngineOptimization Executive

On-Page SEO: Optimized on-page elements including title tags, meta descriptions, headers, internal linking, and image alt text to improve website structure, relevance, and search rankings.

OFF-Page SEO: Built high-quality backlinks through guest posts, Q&A sites, social bookmarking, Web 2.0, infographics, and profile creation to boost domain authority and search engine rankings.

Technical SEO: Resolved crawl errors, fixed indexing issues, optimized XML sitemaps, improved site speed, mobile-friendliness, and ensured better search engine accessibility and performance.

Local SEO: Optimized Google Business Profiles for multiple local businesses, improving visibility, map rankings, and local traffic through strategic updates and localized keyword targeting.

Jaypee Brothers Medical Publisher Pvt. Ltd. **(Feb 2025 - May 2025)**

Digital Marketing Intern

Social Media Optimization (SMO): Managed and optimized social media profiles to increase brand visibility and engagement. Created and scheduled content across platforms like Instagram, Telegram, and YouTube. Analyzed performance metrics and implemented data-driven strategies to grow followers, improve reach, and boost user interaction.

Influencer Marketing: Identified and collaborated with relevant influencers to promote brand content. Executed campaigns across platforms, including Instagram, Telegram, and YouTube, to increase reach, engagement, and brand credibility. Tracked performance and optimized strategies for better ROI.

On-Page SEO: Conducted detailed keyword research, optimized meta titles, descriptions, headers, and internal links. Suggested SEO-friendly blog topics and implemented content strategies to boost organic traffic and page relevance.

Off-Page SEO: Built high-quality backlinks through guest posting, social bookmarking, Q&A platforms, classified ads, Web 2.0, and image submissions to improve domain authority and search rankings.

IFDA Institute (July 2024 - Jan 2025)

SearchEngineOptimization Intern

Conducted keywordresearch for targeted topics and optimized on-page elements, including title tags, meta descriptions, and meta keywords, coordinating implementation with the development team.

Performed technical SEO tasks such as generating and implementing schema markup, creating and maintaining HTML and XML sitemaps, and ensuring proper site structure for better crawlability.

Executed off-page SEO strategies, including link building through guest posting, social bookmarking, and classified submissions to increase domain authority and improve SERP rankings.

Conducted comprehensive site audits using tools like Google Search Console and Screaming Frog, identifying technical issues and providing actionable insights.

Collaborated with the content and web development teams to align SEO strategies with website goals, ensuring continuous performance improvement.

Technical Skills

SEO: On-Page SEO,Off-Page SEO, Technical SEO, Keyword Research, Website Analysis

Tools: Google Analytics, Google Search Console, Google My Business, SEMrush, Screaming Frog, Ubersuggest

CMS & Design: WordPress, Canvas

Digital Marketing: Meta Ads, Influencer Marketing, Blogging

Education

School of Open Learning, University of Delhi **(Sep 2021 - March 2025)**

Bachelor of Commerce (B.Com)

Haryana Board of School Education **(April 2019 - May 2020)**

12th (Commerce)

Certification

IFDA Institute

Master in Digital Marketing Course