

ASHUTOSH KUMAR

Digital Marketing & SEO Specialist

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing & SEO Specialist with 2+ year of experience driving organic growth, improving search visibility, and optimizing website performance. Proven ability to plan and execute end-to-end SEO strategies including on-page, technical, and content optimization. Strong analytical mindset with hands-on experience in Google Analytics, Search Console, keyword research, and conversion optimization to deliver measurable business results.

PROFESSIONAL EXPERIENCE

Amaze Internet Services Pvt. Ltd. — Digital Marketing & SEO Executive

Jan 2025 – Jan 2026

- Executed on-page, off-page, and technical SEO to improve organic rankings and traffic.
- Performed keyword research, competitor analysis, and content optimization.
- Optimized page speed, mobile SEO, and Core Web Vitals.
- Managed Google Analytics and Search Console for performance tracking.
- Implemented schema, meta optimization, internal linking, and crawl fixes.
- Increased organic traffic and lead generation by up to 50%.

BrandLift Web Infotech — Digital Marketing Executive

Jun 2024 – Dec 2024

- Optimized websites for SEO, UX, and search visibility.
- Executed content SEO, link building, and local SEO strategies.
- Tracked keyword rankings and prepared performance reports.

KEY PROJECT

- Optimized 30+ websites for SEO, improving rankings, traffic, and lead quality.
- Executed SEO strategies for WordPress and Shopify websites.
- Reduced bounce rate and improved conversion through UX and content optimization.

TECHNICAL SKILLS

SEO: On-page SEO, Technical SEO, Off-page SEO, Local SEO, Schema Markup

Analytics: Google Analytics, Google Search Console, Keyword Research Tools

Optimization: Page Speed Optimization, Core Web Vitals, Conversion Rate Optimization

Content: SEO Content Strategy, Blog Optimization, Meta Data Optimization

Tools: Google Analytics, Search Console, Ahrefs, SEMrush

EDUCATION

B.Tech – Computer Science & Engineering (AIML)

Galgotias University, Greater Noida | 2019 – 2023

ACHIEVEMENTS

- Improved organic traffic by up to 75% across multiple projects.
- Improved SEO rankings and organic traffic by up to 50%.
- Received Letter of Recommendation during internship.
- Hackathon Dextrix 3.0 (2022) – Team Recognition.