



Aravind Kumar

SEO Specialist

My Contact

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📍 Chennai, Tamil Nadu, India

🌐 [Linkedin](#)

Hard Skill

- Keyword research and analysis
- SEO tools and software
- SEO audit and optimization
- Link building and outreach
- SEO metrics and reporting
- Technical SEO

Soft Skill

- Team work
- Analytical skills
- Multitasking
- Competitor analysis

Tools

- Semrush
- Google Analytics
- Google Search Console
- Microsoft Clarity
- Ubersuggest

About Me

With over seven years of focused experience in Search Engine Optimization (SEO), I have consistently shown that I can come up with and carry out effective SEO strategies that actually deliver results. I am keen to use my skills to improve search engine rankings, increase website traffic, boost user engagement, and ultimately, drive more conversions across various online platforms. I'm ready to bring considerable value to any project or team.

Professional Experience

Pulsus Healthtech (Apr 2019 – Jan 2024)

SEO Team Lead
Sep 2022 – Jan 2024

SEO Specialist
May 2021 – Aug 2022

SEO Executive
Jun 2020 – Apr 2021

SEO Analyst
Apr 2019 – May 2020

Key responsibilities:

- Worked with the development team to ensure SEO best practices were properly implemented regarding any technical SEO updates in website.
- Recommended changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.
- Perform ongoing keyword discovery, expansion, optimization and competitor analysis.
- Developed and implemented different link building strategies.
- Proficient in driving lead generation initiatives to fuel business growth and increase revenue.
- Skilled in conducting monthly SEO reports and comprehensive site audits to optimize online performance.
- Experienced in enhancing social media presence through strategic optimization techniques.

Education Background

- **SRM University, Chennai**
BHM
Completed in 2016
- **Kalaimagal Vidhya Mandir
Matriculation Higher Secondary School,
Chennai**
Higher Secondary School
Completed in 2012

Languages Known

- English
- Tamil

- Proficient in editing and optimizing YouTube videos to maximize engagement and reach.
- Skilled in executing effective email marketing campaigns to drive engagement and conversions.
- Proficient in leveraging Google Analytics, Google Search Console, and SEMrush for data-driven insights and optimization strategies.

C- Factory

(Apr 2016 – Feb 2019)

SEO Team Lead

Key responsibilities:

- Developed and executed effective SEO that increased organic traffic by 30%
- Implemented SEO best practices, resulting in improved search engine rankings.
- Used tools like Semrush, Ubersuggest and Google Analytics to track and report on performance metrics.
- Blog posting in website and sharing to various sites to increase the traffic.
- Team Management and reporting the results to the clients directly.

Projects & Achievements

Mont Rose College (mrcollege.ac.uk)

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- Worked with the development team to ensure SEO best practices were properly implemented regarding any technical SEO updates in website.
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- Perform ongoing keyword discovery, expansion, optimization and competitor analysis.
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Pulsus Conferences (pulsusconference.com)

Key responsibilities:

- I successfully boosted the backlink count from 600K to 815.2k in just six months by leveraging my technical SEO expertise, resolving all website technical issues along the way