VINEET KUMAR

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# CAREER OBJECTIVE

I have7+ years of extensive experience in the ITES and IT organizations, seeking a challenging position in a professional organization where I can enhance my skill and strength in conjunction with the organization’s goal.

# AN OVERVIEW

* Strong Knowledge of SEO and Wordpress.
* Has good Analytical, Interpersonal Skill.

# EMPLOYMENT DETAILS

* Since Jan 2024 with **WebIndiaMaster.(jan 2024 to OCT 2024 Contract )**
* Since Aug 2016 to Dec 2023 with **Innodata Inc.**Noida on payroll of Search Value ITES PVT. LTD. **(Worked for LexisNexis/Martindale-Hubbell USA)**.
* June 2013 to July 2016 with Search **SSS Soft Tech Pvt. Ltd**. Delhi as SEO executive.

# PROFESSIONAL SKILLS

* **Search Engine Optimization:** Website Analysis, Keyword Research, Keywords URL Mapping, Webmaster and Analytics Account Setup and Management, Robots.txt file, Meta Tags Creation, H1, H2, H3, Alt Tag Implementation, Webpage Content Optimization, HTML/XML Sitemap Creation, URL Structure Optimization, Site Navigation Optimization, Social Profile Linking, Creation of Off-Page Work Plans Weekly or Monthly Basis, On-page recommendations, Competitor’s Analysis.
* **Social Media Optimization:** Social Profile Creation & Management, Image Optimization, Comment Posting, Review Posting on social media sites like Facebook, Twitter, LinkedIn.
* **Campaign Management:** Pay Per Click (PPC),Search Ads,Display Ads, Facebook Ads etc.
* **Analysis Tools:** Google Search Console Tools, Google Analytics, Facebook Insights, Twitter analytics etc.
* **Website Development:**Wordpress (<https://steadyrabbit.in/>)

# PROJECT EXPERIENCE

* <https://www.casioindiashop.com/>
* [**https://yamahamusicstore.in/**](https://yamahamusicstore.in/)
* [**https://www.yashtijewelers.com/**](https://www.yashtijewelers.com/)
* [**https://www.calirra.com/**](https://www.calirra.com/)
* [**https://www.vardaan.net/**](https://www.vardaan.net/)
* [**https://www.vardaanhealthcare.com/**](https://www.vardaanhealthcare.com/)
* **https://www.breasthealth.in/**

# I.T EXPOSURE

* Expertise:Wordperss, HTML, CSS,Ms Office.
* Tools: Google Search Console, Google Analytics, Keyword Planner Tool, Ahrefs.
* Search Engines: Google, Yahoo, Bing supported technologies to increase Website traffic.
* Operating Systems: Windows XP, Windows 7, Windows 8, Windows 10

# ACADEMIC CREDENTIALS

* Master of Computer Application Uttar Pradesh Technical University, Uttar Pradesh 2012
* BCA from CCS University Meerut in 2008.
* Intermediate from U.P.Board in 2005.
* High School from U.P.Board in 2003.

# DECLARATION

I, Vineet Kumar hereby declare that the mentioned information is true to the best of my knowledge.