

KAMAL SINGH RAWAT

Noida, India

+91 7456963778 | kamals25663@gmail.com | LinkedIn-kamal-rawat | github.com/kamalrawat007 | (Portfolio)

SUMMARY

SEO Executive with 2+ years of hands-on experience in on-page, off-page, and technical SEO strategies. Proven track record of increasing organic traffic, improving keyword rankings, and optimizing website performance through tools like Google Search Console, GA4, Screaming Frog, and SEMrush. Strong foundation in content writing, WordPress, and e-commerce SEO (Shopify).

SKILLS

SEO Techniques - On-Page SEO, Off-Page SEO, Technical SEO, Keyword Research, Local SEO, Content Optimization, Content Writing, Blog Creation, AEO, Geo-Targeting, Shopify SEO

SEO Tools - Google Search Console (GSC), Google Analytics 4 (GA4), Bing Webmaster, SEMrush, Ahrefs, Screaming Frog, MOZ, Ubersuggest

WordPress & Web - WordPress (Advanced), Website Design & Redesign, SEO-Optimized Page Structure, Theme Customization, Performance Optimization,

UI/UX Best Practices, HTML, CSS, JavaScript (Basic), **Advertising & Analytics** - Meta Ads, Google Ads, Lead Generation

EXPERIENCE

PyNetLabs India | Full-time [Link](#)

SEO Executive

August 2025 - Present

- Executing high-quality link-building outreach to improve domain authority and strengthen PyNetLabs' organic visibility.
- Handling lead-generation tasks by identifying relevant prospects, improving funnels, and supporting overall marketing conversions.
- Contributing to content creation and web redesign efforts focused on strengthening brand presence and supporting long-term growth.

NeetSupport (Minecart) - Noida | Full-time [Link](#)

SEO Executive

June 2024 - August 2025

- Developed and implemented effective SEO strategies, leading to a significant boost in organic website traffic. using tools Screaming Frog, Ahrefs, Google Trends, Ubersuggest, Semrush, MOZ, Answer my Public, and more.
- Conducted on-site and off-site analysis of web SEO competition, using Google Analytics to produce performance reports.
- Created high-quality SEO content, blog posts, and social media content, integrating high-quality backlinks to boost organic traffic.
- Implemented technical SEO strategies to improve Google ranking using targeted keywords significantly.

Projects

Townhill Stays - [Link](#)

SEO-optimized WordPress website with clean UI, fast performance, and local SEO structure.

Ekatma Stays - [Link](#)

Designed a user-friendly hospitality website focusing on conversions and organic visibility.

Kalodoro (Redesign) - [Link](#)

Complete WordPress redesign with improved UI, better site architecture, and enhanced SEO performance.

PyNetLabs - [Link](#)

SEO-focused corporate website with optimized structure, internal linking, and performance improvements.

Pushkar Sohony - [Link](#)

Personal brand website designed with strong UI, clean layout, and SEO best practices.

EDUCATION & CERTIFICATIONS

- B.A - (2019-2022)
- SENIOR SECONDARY - (2018-2019)
- HIGH SCHOOL - (2016-2017)
- Digital Marketing Course & Certification **Digital Shiksharathi** (2023)
- Getting Started in Google Analytics - [Link](#) Coursera (2025)