

Kamlesh Nautiyal
Vill-Raipur, Near Sector-39 West (Mohali), Punjab
(M) +91- 7087651560, 9368285899
E-Mail ID- kamlesh.castle@gmail.com

Career objective

To hold a reputed and challenging position in corporate sector by putting my best of knowledge, skills and hard work which will open the door of growth for the company and me.

Professional Qualification

- **Bachelor's Degree in Information Technology [BSc.IT]
From Uttarachal Collage of Technology & Bio Medical
Science, Under H.N.B Garhwal Central University with
the average of 67% Marks.**

ACADEMIC QUALIFICATION

- **Sr. Secondary from Uttarakhand Board.**
- **Matriculation from Uttarakhand Board.**

WORK EXPERIENCE

- **9 months worked as a SEO executive at
Pinnacle Pointers Pvt. Ltd MDC Panchkula.**
- **1 Year worked as a Digital Marketing
Manager at Castle Estates, Sector-70 Mohali.**
- **2 Years worked as a SEO Expert at Ambrion
Tech Pvt. Ltd. Mohali Tower Sector-74,
Mohali.**
- **3 Years worked as a SEO Team Lead at
AppSysco IT Services Prime Tower Phase-7
Ind. Area Mohali.**

Achievement

- Independently successfully optimized huge of websites from scratch and ranked keywords high on search engine results.

Professional Skills

- SEO (On-Page+Link Building) & Social Media Optimization

- Basic Knowledge of Google Ads

On-Page Skills-:

- Depth Website Auditing and Metrics Analysis
- Keyword Research and Planning for Campaign
- Competitor's and Market Analysis
- Build Effective Plan of Action Website-to-Website and Perfectly Execution
- Content Planning and Execution for Webpages and Blogs
- Implement Meta Tags, Heading Tags, alt Attribute
- Enhance Website UI/UX
- Implement Schema Markup

Technical SEO-:

- Enhance Webpages Speed and Loading Time
- Enhance Webpages Indexing and Crawlability
- Responsiveness for all Devices
- Fix DNS & Server Issues
- Fix development Issues like in-line CSS, Javascript etc.

Off-Page or Link Building Skills-:

- Auditing of Backlinks Profile
- Disavow Toxic Links
- Build Effective Link-Building Plan of Action
- Content Creation for Backlinking
- Build Backlinks on Niche Websites
- Build Backlinks on Competitor's Referring Domains
- Citations and Business Listings
- Backlinks from Review Websites
- Blogging and Web 2.0 Creation
- Infographics and Visuals
- Submission on Q/A and Forums Websites
- Social Signals

High Quality Link Building – E-mail Outreaching

- Prospecting
- Custom Outreach Template
- Article Titles Suggestions
- Outreaching & Manage Conversation
- Guest Posting
- Local Blogger Outreach (For Local SEO)
- Anchor Text Link Building,
- Broken Link Building
- Link Roundups
- Resource Pages
- Broken Link Building
- Sponsored Posts

Performance Reports-: Weekly Progress & Monthly Performance Reports.

Familiars SEO Tools-: Ahrefs, Keywords Planner, SEMrush, ChatGPT, Canva, GtMatrix, Google Analytic, Google Search Console etc.

PERSONAL STRENGTH

- I have well known about how to optimized a website from scratch to get ranked high on SERP's.
- Create effective road maps & plan of action for each website optimization.
- Creation of Weekly progress report & performance reports on Monthly basis.
- Expertise in shopping stores, service-oriented, SaaS & bloggers websites optimization.
- Strong skills regarding content strategy & on-page optimization along with latest link building techniques.
- Potential for working on any SEO project independently to get ranked high on SERP's.
- Well known about how to managed social platforms.
- A good internet researcher & self-motivated.

Hobbies

- Learned new techniques & growth hacking methods for optimization.
- Exploring the new places, specially nature landscapes.
- Interacting with people and making new friends.

Career Aspirations & Goal

My career goal is delivering the top-notch Digital Marketing services specially SEO, revolve around job satisfaction, responsibility and to an extent on the remuneration offered to me. The scope for personal value additions and upward mobility are also very important and involves need for I have always been an achiever and especially if the job is challenging innovations. I would always like to see my today better than yesterday.

Personal Details

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|-------------------------|---------------------------------|
| ▪ <i>Father's name</i> | <i>: Mr. Kapil Dev Nautiyal</i> |
| ▪ <i>D.O.B.</i> | <i>: 1 Dec 1990</i> |
| ▪ <i>Marital status</i> | <i>: Married</i> |
| ▪ <i>Language</i> | <i>: English, Hindi</i> |
| ▪ <i>Nationality</i> | <i>: Indian</i> |

I hereby certify that all the information furnished is correct to the best of my knowledge and belief, I am ready to provide relevant documents as a proof there of.

Date :.....

(Kamlesh Nautiyal)