


# Anukul Saini

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## Summary


Almost 6 years exp. Working in SEO with WordPress development experience.


Knowledge of site structure, HTML, CSS, PHP, WordPress, Joomla, Ghost CMS, Shopify & many more CMS.


My responsibilities Involve...


- Website and social media old content optimization
- Managing website content strategy
- Building and nurturing an online community
- High Quality backlinks strategy
- SEO strategy
- Campaign organization and planning
- Website monitoring and user analysis
- Keyword research
- Competitor analysis
- Coordinating with content and development team


## Experience

 **Search Engine Optimization Analyst**  
Radius Synergies International Pvt. Ltd.  
Oct 2021 - Present (1 year 5 months)

 **Growth Expert (SEO)**  
Studytonight  
Mar 2021 - Sep 2021 (7 months)

 **SEO Specialist**  
JavaTpoint.com  
Feb 2020 - Mar 2021 (1 year 2 months)

 **Search Engine Optimization Manager**  
La Polo  
Sep 2019 - Mar 2020 (7 months)

 **Search Engine Optimization Specialist**  
Pandaje Web Services  
Jul 2018 - Aug 2019 (1 year 2 months)



## Search Engine Optimization Executive

Freelancer

Mar 2018 - May 2019 (1 year 3 months)

## Education



### Anibrain School Of Media Design

Digital Marketing

2015 - 2017



### Saraswati Vidhya Mandir

6th to 12th , Business/Commerce, General

2006 - 2015



### Uttarakhand University

B.Com, Business, Management, Marketing, and Related Support Services

Mar 2018 - Oct 2021

## Licenses & Certifications



### SEO Fundamentals Exam - Semrush



### The Fundamentals of Digital Marketing - Google

B2Q H7V RH8



### Google Analytics - Google

Issued Sep 2019 - Expires Sep 2022

37283096



### Technical SEO Exam - Semrush



### Social Media Certified - HubSpot Academy

Issued Oct 2019 - Expires Nov 2021

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### SEMrush Social Media Toolkit Exam - Semrush

Issued Oct 2019 - Expires Oct 2020

## Skills

Blogging • Search Engine Optimization (SEO) • Digital Marketing • Photography • Social Media Optimization (SMO) • Online Marketing • Content Marketing • Social Media • Competitive Analysis • Search Engine Marketing (SEM)