

MAYANK GAJUL

Seo Executive | Ahmedabad, Gujarat, India

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PROFESSIONAL SUMMARY

Results-driven Seo Executive with 4+ years of experience in SEO, website optimization, and performance-focused digital strategies. Proficient in leveraging AI tools and data insights to boost online visibility, lead managing, and engagement. Skilled in technical SEO, GA4, content strategy, and graphic design. Adaptable and committed to continuous learning. Eager to contribute to a growth-oriented US-based marketing team.

KEY SKILLS

- SEO (On-Page, Off-Page, Technical)
- Google Analytics 4 (GA4) & Google Tag Manager (GTM) & Google Search Console
- Basic Understanding of Google Ads
- Email & SMS Marketing
- WordPress & Shopify (E-commerce Design & Management)
- Basic Understanding of Graphic Designing (Canva)
- Data Analysis & Conversion Optimization
- Content Writing

WORK EXPERIENCE

SEO Executive

Sevina Technologies | Jan 2022 – Present

- Managed e-commerce websites (WordPress + WooCommerce) and user-friendly Shopify stores.
- Executed SEO strategies improving page speed, search rankings, and traffic.
- Produced AI-assisted, SEO-optimized website and social content.
- Created and managed Mail Chimp campaign (paid & organic), and text marketing.
- Designed simple marketing visuals, social graphics, and blog banners using Canva.
- Used GA4 and GTM to track website performance and behavior flow.
- Executed on-page, off-page, technical, GEO, and AEO SEO strategies to improve search visibility and organic traffic.
- Optimized website structure, internal linking, and content hierarchy to enhance crawlability, indexation, and user experience for improved SEO performance.

Seo Executive

Wolfable | Jan 2021– Dec 2021

- Executed full-spectrum SEO strategies (on-page, off-page, technical) to boost organic rankings and traffic.
- Conducted in-depth keyword research using SEMrush, Ahrefs, SpyFu, and Moz to align content with user intent.
- Performed detailed SEO audits and competitor analysis to improve site structure, backlinks, and visibility.
- Monitored SEO and user behavior using Google Analytics and performance dashboards.
- Supported branding and content strategies with optimized metadata, schema, and keyword-rich content.

- Managed link building campaigns to improve domain authority and search rankings, while ensuring SEO compliance and quality backlinks.
- Conducted competitor and SERP analysis to identify content gaps and keyword opportunities, driving strategic content planning and improved search visibility

Junior Seo Executive

Web Konnect| Aug 2019– Jan 2021

- Built high-quality backlinks through social media submissions to boost online presence and brand signals.
- Created and managed classified submissions to generate traffic and local citations for SEO benefit.
- Engaged in forum posting and blog commenting to build niche-relevant backlinks and foster community interactions.
- Developed Web 2.0 submissions with optimized content to create authority backlinks and support tiered link building.
- Submitted to relevant online directories to enhance domain trust and improve local and organic search rankings.

EDUCATION

- **Balaji College of Computer Application (2014-2017)**
Bachelor of Computer Application
- **Dr. Baba saheb Ambedkar Open University(2015)**
 - Graphic Designing
 - 2d Animation,3d

TOOLS & PLATFORMS

Semrush | Ahrefs | Microsoft Clarity | ChatGpt | Canva | Office 365 | SpyFu| Moz | Screaming Frog | Grammarly | GA4 | WordPress | Page Speed Insight | GSC |

LANGUAGES

English (Fluent) | Hindi | Gujarati