Neeraj Kumar

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Summary

Results-driven SEO professional with 5+ years of experience in organic growth, content strategy, and technical SEO. I enjoy building and experimenting with tools and apps, often using vibe-coding approaches to prototype ideas and automate SEO workflows. I've helped businesses achieve up to 7.5x organic growth and increased qualified leads by 3x. I have managed large SaaS websites like Appy Pie with over 3M organic visits per month. For a deeper dive into my case studies and past work, simply Google "**Neeraj Kumar SEO**"—you will find my portfolio ranking at the very top.

Projects & Portfolio

Website: neerajkumarseo.com
Medium: https://medium.com/@neerajkumar1792000
Linkedin: https://www.linkedin.com/in/neeraj179/

Tools Developed: https://www.neerajkumarseo.com/seo-tools

Professional Skills

- **Technical Skills**: SEO, Technical SEO Audit, Google Analytics 4, Ahrefs, Google Search Console, Screaming Frog, Semrush, HubSpot, Crazyegg, Microsoft Clarity, Keywordtool.io, Wordtracker, HTML, CSS, Javascript.
- **Marketing Skills**: Google Ads, Facebook Ads Manager, Content Marketing, Email Marketing, PPC, SEM, Digital PR, Product Marketing, Brand Monitoring
- **Tools**: ChatGPT, Microsoft Clarity, Tellephant, NationalSMS, Brevo, WordPress, Shopify
- **Soft Skills**: Team Management, Project Management, Internal Communication, Problem Solving

Work Experience

Taazaa Tech Pvt Ltd — **Jan 2025**
Sr. SEO Executive — *Noida: Hybrid*

- Led SEO Strategy for High-Profile Launches: directed organic search strategy for celebrity ventures like **Charlie Sheen's** "Wild AF."
- Drove Revenue Growth: Achieved $1M ARR four months ahead of schedule for Tobi Cloud by executing targeted SEO campaigns.
- Funnel Optimization: Increased monthly MQLs by 143% and optimized lead quality to reach a 20% MQL-to-SQL conversion rate.
- Sustainable Growth: Guided Brainingcamp to 10% YoY traffic growth while simultaneously improving conversion rates.
- Budget Management: Independently managed and allocated a $2,500/month link-building and guest-posting budget to maximize ROI.

Appy Pie LLP — **Nov 2022 - Dec 2024**
Sr. SEO Executive — *Noida: On-site*

Worked on products and websites like Appy Pie Automate, Appy Pie App Builder, and Appy Pie Design (now Pixazo AI), achieving the following:

1. Helped build Domain Authority and brand awareness by executing link exchange campaigns.
2. Ranked "Appy Pie App Builder" for keywords like App Builder, App Maker, How to Create an App, etc.
3. Increased traffic and signups for the **App Builder** by 14% on a monthly basis by improving organic traffic by around 35%.
4. Pruned Appy Pie Automate 30M pages to 1M to improve Crawling, Indexing, server handling.
5. Increased **Appy Pie Automate** organic traffic by 110% and signups by 200% within 8 months through crawl and content optimization.
6. Handled a team of SEO executives, graphic designers, and content writers.

Neuherbs **Oct 2021 - Nov 2022**
Digital Marketing Executive *Noida: On-site*

- Grew organic traffic from 2K to 15K+ per month within 12 months.
- Increased organic leads by 3x via BOFU & MOFU content strategy & optimized CRO (using exit popups, customer feedback, CTA optimization, and heatmap tools like Microsoft Clarity).
- Managed website technical & CMS issues.
- Collaborated with freelancers, design, content, product, and sales teams to complete SEO requirements on time.
- Managed & built high-quality Digital PR links & leveraged platforms like Featured, HARO, Qwoted, & Help a B2B Writer.
- Created, managed, designed, & optimized PPC campaigns via Google Ads, Facebook Ads Manager, LinkedIn Ads, etc.
- Managed SMS, WhatsApp, & Email Marketing for the brand.

OpenDG (Digital Marketing Agency) **May 2020 - Jul 2021**
Digital Marketing Executive *Noida (UP) (Remote)*

- Created and implemented International SEO strategies (on-page, technical audit, & content marketing) based on in-depth research; actively measured results daily while aligning with Performance Marketing KPIs (bounce rate, page views, CTR, queries) to ensure delivery of planned results.
- Optimized page templates, site structure, and content strategies.
- Developed and implemented link-building activities, including building relationships with blog owners for monthly and weekly contributions, guest blogging, infographic submissions, content syndication, and analyzing competitor links.

Education

Banaras Hindu University **2022**
Bachelor of Commerce,
Commerce

Licenses & Certifications

- **Search Engine Optimization Fundamentals:**by University of California
- **Building Brand Awareness with Ads:**By Facebook
- **Creative Problem Solving:**by the University of Minnesota
- **Introduction to Google SEO:**by the University Of California, DAVIS
- **Marketing Analytics:**by the University of Virginia
- **Microsoft Advertising Certified Professional:**by Microsoft
- **E-Mail Marketing:**by Amity
- **Fundamentals of Digital Marketing:**by Google

Honors & Awards

- **SEO Prodigy Award:**by Appy Pie
- **Best Performance Awards:**by Neuherbs
- **Member at HBR (Harvard Business Review) Ascend Select:**
- **Multiple Academic & Cultural Awards** at School and College

Hobbies and Activities

- Medium and Content Creation.
- Exploring Vibe Coding.
- Explore to learn new online marketing & SEO tips
- Hungry to learn about new technologies in marketing