

HARSH ROHILLA

SEO EXECUTIVE

CONTACT

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PROFILE SUMMARY

Results-driven SEO Executive with a strong technical foundation and over 2 years of combined experience in website optimization, on-page/off-page SEO, and backend development. Skilled in developing data-driven SEO strategies, optimizing site structure, and leveraging analytics tools to improve visibility and organic performance. Adept at bridging the gap between technical systems and digital marketing for measurable business growth.

EDUCATION

2019 - 2023

MDU UNIVERSITY , HARYANA

- B.tech - Computer Science Engineering
- CGPA: 7.2 / 10

2023 - 2024

ALEPH AD-DEGREE

- Digital Marketing
- SA: 92%

SKILLS

- SEO Tools : Google Search Console, Google Analytics 4, SEMrush, Ahrefs, Ubersuggest , HubSpot
- SEO Techniques: Keyword Research, On-Page Optimization, Technical SEO, Content Strategy
- Web Tools: WordPress, HTML/CSS, Canva, Google Tag Manager
- Soft Skills: Analytical Thinking, Communication, Team Collaboration, Problem Solving

CERTIFICATIONS

- Analytics 4 Certification – Google
- SEO Fundamentals – Semrush
- Digital Marketing Basics – Google Digital Garage

WORK EXPERIENCE

Freelance SEO Executive

2025 - PRESENT

Mumcure (Upcoming Skincare Brand)

- Designed and developed the brand's official website with SEO-friendly architecture.
- Indexed pages on Google and configured Google Search Console & Analytics tracking.
- Conducted keyword research and competitor analysis to build a complete SEO strategy.
- Planned on-page and technical SEO improvements to enhance crawlability and performance.
- Project currently paused pending product launch.

Software Engineer

2023 - 2025

League11

- Built and deployed scalable APIs and backend systems using Django REST Framework.
- Integrated machine learning models for fraud detection and user engagement optimization.
- Deployed infrastructure using AWS EC2, S3, RDS, and optimized for performance and cost.
- Designed automation workflows to improve efficiency and monitoring via Grafana and Jenkins.

Digital Marketing Head

2022 - 2023

Digitron (Tech Club, College)

- Led social media marketing initiatives, managing content and campaign planning.
- Increased event engagement and visibility through consistent digital promotion.
- Mentored peers on analytics and digital branding techniques.