

Prince Kumar

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Profile

SEO Specialist currently pursuing an MBA in Business Administration and Management at Dr. B. R. Ambedkar University, Delhi, with a BA from the University of Delhi, effectively manages campaigns across platforms like Adsterra, Google Ads, and Meta Ads. This role includes leveraging Google Analytics and Search Console to gather insights, which helps optimize campaign performance. Successfully collaborates with cross-functional teams to develop customized SEM strategies, enhancing client outreach and increasing conversion rates. Previous experience at KEY4U Information Consultants enriched expertise in SEO audits, on-page, off-page, and technical SEO. With a passion for data-driven decision-making, offers innovative perspectives and a strong commitment to excellence in digital marketing.



Work Experience

09/2023 – 11/2024
Bengaluru, Karnataka, India

Search Engine Optimization Specialist Tidalwave Solution Pvt Ltd

- Managed and optimized advertising campaigns across platforms like Adsterra, Google Ads, and Meta Ads, which significantly enhanced conversion rates for our clients.
- Conducted comprehensive keyword optimization and developed SEM strategies tailored to diverse client portfolios, ensuring more effective and targeted outreach.
- Utilized Google Analytics and Google Search Console for performance monitoring, delivering actionable insights that drove continuous campaign improvements.

02/2023 – 08/2023
Gurugram, Haryana, India

Junior SEO Executive KEY4U INFORMATION CONSULTANTS

- Conducted in-depth SEO audits and competitor analysis, which pinpointed specific areas for enhancing client websites and ultimately driving improvement.
- Executed on-page, off-page, and technical SEO strategies, leading to a substantial increase in organic traffic and visibility for clients.
- Utilized Google Analytics and KPI dashboards to meticulously track performance metrics, helping ensure continuous growth and optimization in our SEO efforts.



Education

08/2025 – 08/2027

Business Administration and Management, General | Master of Business Administration - MBA Dr. B. R. Ambedkar University Delhi (AUD)

- Engaged in case studies and group projects, focusing on business strategy and marketing analytics, which enhanced team collaboration and critical thinking skills.
- Developed practical applications through entrepreneurial projects like Stusave.com, helping to bridge academic concepts with real-world challenges.
- Cultivated leadership and project management skills, enabling effective business analysis and decision-making.

07/2021 – 08/2024

Bachelor of Arts University of Delhi

- Developed strong communication skills through in-depth literature studies, which enhanced my ability to articulate ideas clearly.



Education

- Cultivated critical thinking abilities that improved my approach to problem-solving and decision-making.
- Conducted research-oriented analyses, helping to deepen my understanding of complex topics and their practical applications.
- Enhanced written, verbal, and creative expression, which allowed me to convey concepts effectively across various mediums.



Languages

English
PROFESSIONAL

Hindi
PROFESSIONAL