

Bharat Kalra

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BakeBoat.com

Professional Summary

Results-oriented **Digital Marketing Executive** and **SEO Strategist** skilled in **technical SEO**, **AI tools**, and **content marketing**. Creator of **BakeBoat.com**, an SEO blog and AI-powered recipe generator. Experienced in **WordPress optimization**, **PageSpeed Insights tuning**, plugin management, and leveraging AI for content creation. Passionate about fast-loading websites and organic growth.

Core Competencies

- **SEO:** On-page, Off-page, Technical SEO, Internal Linking, Keyword Research
- **Content Strategy:** Blog Writing, LinkedIn SEO Posts, AI-driven Topic Planning
- **AI Tools:** ChatGPT, Ideogram, Canva, Prompt Engineering
- **WordPress:** Elementor, WPForms, Code Snippets, Yoast SEO, Rank Math
- **Performance:** PageSpeed Insights, Cloudflare CDN, TinyPNG
- **Analytics:** Google Search Console, Google Analytics for WordPress
- **Backlinks:** Guest Posting, AI Tool Directory Listings

Professional Experience

Digital Marketing & SEO Strategist — *Freelance / Self-Initiated — 2024 – Present*

- Built and managed **BakeBoat.com**, featuring a GPT-powered recipe generator and SEO blog.
- Improved Core Web Vitals using **PageSpeed Insights**, image compression (TinyPNG), and lazy loading.
- Used **Yoast SEO**, **Rank Math**, and **Google Analytics for WordPress** for optimization and tracking.
- Designed clean UI/UX with custom font and color palettes using **Elementor** and CSS tweaks.
- Generated backlinks through targeted **guest blogs** and **AI tool directory submissions**.
- Created SEO-focused content and visuals using **ChatGPT**, **Ideogram**, and **Canva**.
- Embedded **WPForms** for user interaction and customized functionalities using **Code Snippets**.
- Posted regularly on **LinkedIn** to grow personal brand and drive traffic.

Education

B.Sc. Agriculture — Khalsa College, Punjab *2019–2023*
Excel & Accounts Certification — Sangam Computers *2021*

Certifications

- SEO Fundamentals – SEMrush Academy (2024)
- Prompt Engineering for ChatGPT – Udemy (2024)
- Mastering SEO & AI Tools – Udemy (2024)
- Canva for Marketing & Branding – Udemy (2024)
- Excel for Data Analysis & Marketing – Udemy (2024)

Additional Information

- Passionate about content automation, design, and SEO experimentation and AI.