CURRICULUM VITAE

**Career Objective:**

To work in a growth oriented organization where I can integrate my SEO, Internet Marketing, and digital marketing skills in the IT industry especially to excel in the field of Search Engine optimization and Search Engine Marketing.

**Professional Profile:**

* Qualified SEO professional with Seven years hands-on experience in developing SEO campaigns, Google analytic, SE rankings monitoring, keyword research, site auditing methods, social media optimization and link building.
* Self motivated and fast learner with ability to quickly adjust the new responsibility in diverse environment.
* An effective communicate of with demonstrate organizational abilities diagnosing and resolving complex issue.

**Education** **Qualification:**

|  |  |  |  |
| --- | --- | --- | --- |
| Year of completion | Qualification | Institute / College | Marks |
| 2001-02 | SSC | SNYD VIDYALAYA | 54.13% |
| 2004-05 | HSC | VPM COLLEGE | 43% |
| 2007-08 | TYBA | S. K. SOMAIYA | 49.66% |

**Technical Skills:**

* Completed 1 year course in Tally 7.2, Photoshop and Internet Accessing.
* HTML Coding, Dreamweaver, Cute FTP, Open Office, Microsoft Office 2007, Windows 7/8.

## Skill set:

* SEO focused on Google, Yahoo and Live Search organic results. Main SEO techniques to deliver results: **Strategy**
* SEM, SMM campaigns, ROI, Generate Leads, SEM channels on Google Adwords, Yahoo! Search Engine, MSN AdCenter and other such targeted networks/programs.
* Handling complete execution of all projects for SEO and Google Places.

**Website research and Analysis:**

* + Website Analysis
	+ Competitor Analysis
	+ Industry Analysis
	+ A complete study of seasonal and cyclic trends
	+ Performing complete website Audit to check on the SEO friendliness of the website.

**On page Optimization:**

* + Keywords Analyze, Keywords Suggestion.
	+ Title & Meta Tags Optimization
	+ Image Tags - Alt Tags - H1, H2 Tags. Heading Tags.
	+ Improving the website structure
	+ Resolving Canonical Issues
	+ Overall optimization of the website Content
	+ Google XML Sitemap Creation
	+ Monitoring the website Traffic with Google Analysis
	+ Google Webmaster Tools Setup

**Marketing:**

* + Social Media Marketing & Management
	+ Guest Posting on related topic sites
	+ Articles and Press Release Online Distribution
	+ Social Bookmarking
	+ Video Distribution & Marketing
	+ Website/Landing Page
	+ Squeeze Page Creation
	+ Search Engine Submission
	+ Broken Link Building
	+ Classifieds Marketing
	+ PDF Doc File Distribution
	+ Profile Link Creation
	+ Infographic Promotion
	+ .Edu Resource Backlinks
	+ Google+ Profile
	+ Marketing for Customer Reviews & Testimonials
	+ Ads Management
	    Search Network
	    Display Network
	    Banner Ads
	+ Customized Facebook Fan Page
	+ Custom Designed Twitter Page
	+ Blog Reviews

**Search Engine Marketing (SEM):**

* + Search Engine Marketing Fundamentals
	+ Keyword Research & Campaign Structure
	+ Campaign Management on the web console & Google Adwords Editor
	+ Campaign Optimization
	+ Live Campaign Management – Analysis & Reporting
	+ Micro Level Campaign Optimization and Practice on Live Campaign
	+ SEM Estimation/Planning/Strategy/Case Studies
	+ Acquired Practical experience of starting & running an SEM
	+ Campaign from start to finish

**Social Media Optimization (SMO):**

* + Generate Traffic and Awareness for a website. In general, social media optimization refers to optimizing website audits content in terms of sharing across social media and networking sites social news and bookmarking sites, as well as social networking sites such as Facebook, Twitter, Linkedin and video and blogging sites.
* Strategizing and planning a list of activities to be performed month by month.

Search engine marketing: administration of paid search marketing campaigns in Google AdWords, Pay per Click (PPC) with Yahoo Search Marketing

**Employment History:**

**#1:** “Digital Marketing – Analysis” with **M & R Consultants Corporation (Mumbai)** since 12th Jan 2015 to Present.

**Client project:** www.fascinatingdiamonds.com (**Diamond Jewelry**)

**Responsibilities:**

* Ensure that all **websites** and internet properties as assigned have been technically optimized to attract and engage those visitors that closely match the agreed profile of the target audience
* Create the necessary **technical** architecture
* **Build systems and protocols** internally that ensure all content is optimized across all platforms and user experiences (websites, mobile, social, video, blogs, retail portals etc)
* Help set, and work to, performance indicators for **SEO** that everyone understands and which complement overall marketing and business objectives
* Promote both **offsite and onsite activities** and also the interactions that build ranking, profile and traffic.
* **Social Media Optimization** with updating.
* **Email campaign** for MRCC EDM Conference Paper and Netvidya Website.
* Make **Fascinating Diamonds** website Mobile and SEO friendly. Increase SERP with SEO Onpage and Offpage optimization activities. Analyst whole website and solved all errors as SEO friendly based and broken links solved.

**#2:** “Online Marketing Manager” with **Smartech Global Solutions Ltd. (Mumbai)** since 9th August 2013 to 9th Jan 2015

**Project:** In-house project, Website URL is www.Plastemart.com (Selling plastics products, second hand plastic machines and plastic raw material.)

**Responsibilities:**

* Develop SEO strategies, and implement and monitor Keywords ranking
* Perform site analysis, keyword research using SEO Webmaster tools
* Analyze competitor SEO research
* Created SEO weekly Plan to achieve target and following.
* Creating Meta tags and content optimization for Homepage, category pages, brands pages and all others pages and assess link building opportunities for targeted categories.
* Social Media Optimization with updating.
* Prepare analytic and ranking reports and present to Director.
* Finding some high quality sites for generate more backlinks using new link building methods like Google+ Profile, Guest posting, Broken link building, Scholarship listings .edu, Infographic Promotion, Blog Aggregators, Fiverr Blog Backlinks, Submit Your Site to Website Feedback Sites, Scoop It and etc.

**#3:** “Search Engine Optimization and Search Engine Marketing Manager” with **WebTraction Media Solution Pvt. Ltd.(Mumbai)** Since December 2010 to May 2013.

**Responsibilities:** (Handled the more than 50+ sites SEO Ranking works)

Working as a Team Leader of SEO where I was handled 9 Employees (Link Builder's) and also give training and developing of all new entrants and delegating the responsibility. Project Management, Staff Management overlooking, Troubleshoot all SEO Software's, Problem Related Work's and Solving Issue's From Client's as well as Employees. Leading the team and interacting with the clients through mail and chat (both local and abroad clients).

* Perform site analysis, keyword research and assess link building opportunities
* Analyze competitor SEO research
* Based on analysis, results and client feedback, continually improve and modify strategies to optimize effectiveness
* Nurture client relationships and develop relationships with new clients
* Develop SEO strategies, and implement and monitor campaigns
* Prepare analytic and ranking reports and present to clients and management
* Keep up-to-date with constantly changing technological and search engine trends, algorithms and ranking factors.
* Taking initiatives & suggesting new strategies for traffic improvement
* Categories mapping for ecommerce website.
* Sent lots of revenue suggestion to the client to get better conversion and traffics.
* Worked on Google merchants account and Google ad-words for following projects.
* and submission, Article distribution, Write a Review and Press release submission on RenewableEnergy related websites.
* Social Media Optimization with updating.
* Created Google Adwords campaign with budget of £900 per month

landscaping Ideas (Top 13)

**Project 5:** Total handling 90+ keywords for these 5 websites from same client.

Fitness Equipment and Products selling, location United Kingdom.

* http://www.hirefitness.ie/
* http://www.hirefitness.co.uk
* http://www.vibration-plates.com

**#4:** “SEO Projects Manager” with **Swirl Media Solution Pvt. Ltd., Dombivli**, since January 2010 to October 2010.

**Responsibilities:**

Working as a Team Leader of SEO where I was handled 6 Employees (Link Builder's and Web Designer) and also give training and developing of all new entrants and delegating the responsibility.

* Optimize various web site components including title tags, meta -descriptions, keyword density, internal linking for Homepage, category pages, brands pages and all others pages.
* Analyze competitor SEO research, keyword research and quick search engine indexing
* Project Management, Staff Management overlooking
* Monitor overall SEO success with regards to traffic, ranking, indexed pages, back links; provide regular recommendations and report to Senior Management
* Define and document best practices for search engine optimization analysis and reporting

.com/

**Personal Profile:**

Sex  **:** Male

Date of Birth **:** 10/01/1987

Marital Status  **:** Single

Nationality  **:** Indian

Languages Known **:** Hindi, Marathi, and English

**First Name of Application CV No:** **1666428**

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