Rameez

Rameez.294371@2freemail.com

Digital Marketing Manager

# Summary

A digital marketing manager, having a proven expertise in SEO/SEM with an excellent familiarity with various Internet resources, expresses a keen desire to learn/excel on Web Marketing for the benefit of the organization. Actively seeking an opportunity to be integrated into the company’s Internet Marketing team, where I will be able to learn and share my own experience for the general advancement of the company’s online programs.

# Work History

## Sr. Search Engine Optimizer (Group Lead)

[Organize Technologies](http://organizetechnologies.com/)

**SEO analyst (Group Lead)**

[C-Cubed Solutions Pvt Ltd](http://www.ccubedindia.com/)

Oct 2015 - Present Nov 2012 - Sep 2015

Work Roles

* Tracks and analyzes number and quality of visitors to gauge effectiveness of the website.
* Research & Development: continuous research on Web 2.0 standards and latest developments in SEO methodologies and SEM, SMO, PPC, and other SEO related tasks.
* Developing and executing online marketing road maps.
* Generates reports on web traffic and trends and patterns including revenue, conversion, and marketing campaign performance.
* Managing in-house development team, reporting, assign task etc.
* Careful review of HTML and page layout.
* Search Engine Optimization (SEO), Social Media Optimization (SMO), Search Engine Marketing (SEM)
* Off page and On page optimization
* Providing support to other production team members.

# Education

## Bachelor of Computer Applications

[Dr. C.V. Raman University, Bilaspur Bachelor of Computer Applications](http://cvru.ac.in/)

Mar 2011 - Jun 2014

Skills

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| --- | --- |
| **SEO Skills** |  |
| Keyword OptimizationOptimizing the web Pages | Meta Tag OptimizationCompetitor Analysis | Google AnalyticsSearch Engine Submission |  |  |

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| --- | --- | --- |
| Keywords Density Analysis | Website Speed Analysis | Blog Creation and Posting |
| Internal navigation | Google crawl errors | Forum Posting |
| HTML Validation | RSS Feed Creation | Canonical tag |
| Blog setup | XML sitemap Creation | Robots Text Creation |
| Directory Submission | Article Submission | Social Media & Bookmarking |

**Internet Marketing Skills**

Social Media Marketing Affiliate Marketing Email Marketing Lead Generation Local Text Message Marketing

## Technical Skills

MS Office, Basic C & C++, Macros, Basic HTML Windows – 98/2000/XP/SP2,3/vista/windows7,8,10 Linux - Ubuntu/ Maemo

FTP Software - Smart FTP, Fire Ftp, etc.

**Languages Known** English, Hindi & Malayalam (Read, Write and Speak)

## Personal Skills

* Constantly challenging boundaries.
* Always looking for ways to enhance personal expertise.
* Ability to influence cross-functional teams.
* A team player and be able to work with other departments.

# Personal Details

Age : 28 Yrs

DOB : 29/02/1988.

Marital Status : Married Dependent 2

Religion : Islam

Nationality : Indian

# References

Available on request.