# **CURRICULUM VITAE**

# Shodhan

# C/o-Mobile No. : +971-501685421

E-mail: [shodhan.376846@2freemail.com](mailto:shodhan.376846@2freemail.com)

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**OBJECTIVE**

Enthusiastic to work and improve my Skills, Creativity and Professionalism to reach a position through which I could recognize myself in the Industry.

**SUMMARY**

* Insightful experience in technical activities
* Exposure in customer interaction & negotiation, creating & enhancing processes & quality assurance
* Results oriented professional recognized for taking major initiatives, adapting to rapidly changing environment and resolving mission critical issues to ensure success
* Possesses over 5 years of experience in dealing with clients, when they want to dispute or appeal a rejected insurance claim

# **SUMMARY**

# Working as**SEO/SEM Analyst in Zebrablinds,Banglore,India**(March 2015 to present)

# Driven by a strong passion for SEO and internet marketing with immense SEM / SEO Experience.Played a key role in increasing the organic traffic by 35 percent and boosted organic goal completion by 180 percent in current SEO role.

* Strong knowledge on successfully developing innovative,highly measurable SEO programs and ensuring flaw less execution adapt consistently improving rankings through content marketing,competitor analysis,keyword research and a firm focus on leading edge strategies.

# Working as **Appeals Analyst** in **SOURCE ONE MANAGEMENT PVT.LTD**.Banglore,India(Jan 2012 to 2015)

* Source One is a 10 year old ISO certified company & is one of the fastest growing IT Services, Consulting, Recruitment and Outsourcing company from India with offices currently in Bangalore (HQ) and New Delhi and Hyderabad.
* We facilitate our clients to be the best in their respective fields by utilizing state-of-the-art technology, services and solutions. While suggesting or implementing any new concept for a particular business, we foresee all the impacts of that concept on that specific business.
* We provide cost-effective solutions to our clients to maximize their returns. Our versatile business model and unique delivery methodologies help us achieve better results

**INDUCTION**

* A brief introduction to the company policies and procedures,code of conduct,HR policies and enrolling them to PF and medical insurance
* Educate employee about Indian employment laws and coordinate with accounts for IT declaration or information

**PERFORMANCE MANAGEMENT**

* Monitor Employees productivity based on key Measurable Goals & Target.
* Monthly, Quarterly, Yearly review With Business Head.
* Crosscheck the need on training and other support and prepare the report and present it in QBR.

**CONFIRMATION PROCESS**

* + Keeping a track of all the new recruits & confirming them upon completion of 6 months
  + Sending out the confirmation forms to all the respective dept heads.

**PROCESSING & ISSUING OF LETTERS**

* + Offer, Appointment, Increment, Relieving, Transfer, Resignation, Promotion, Experience, Salary Certificates.

**COMPENSATION & BENEFITS.**

* + Compile the payroll report on the basis of monthly attendance, leave report, deductions and payables.
  + Handling Bank transfers.
  + Monthly Salary summary & grievance handling pertaining to salary

**PERFORMANCE MANAGEMENT**

* + Monitor Employees productivity based on key Measurable Goals & Target.
  + Monthly, Quarterly, Yearly review With Business Head.
  + Crosscheck the need on training and other support and prepare the report and present it in QBR.

**MEDICLAIM POLICY**

* + Involved in renewal of the policy yearly once. Sending Addition / deletion of employees to the insurance company.
  + Managing the claims

**EMPLOYEE RELATIONS & EMPLOYEE ENGAGEMENT**

* + Grievance pertaining to PF claims, queries related to mediclaim, Salary, Reporting, Work or any such grievances of the employees.
  + Ensure interactions between Employee & HR and representing HR in all team meetings.
  + Meeting Employees individually and explaining about their Career Development Plan.
  + Keeping track of all development and welfare related activities for the employees.
  + Organizing events like Monthly Motivational Sessions, Birthday and Anniversary Celebrations.

**TALENT RETENTION**

* + Through strategic on boarding new employees made set in the company and made more likely to stay.
  + Sending Welcome Note for New Joinees, Wishes for Birthday & Anniversary through Mails/Cards.
  + Being a member of the HR team, responsible for proper Communication from Top to Down.
  + On the spot appreciation award by giving the Gift Voucher, Wrist Watch and Shield.
  + Facilitating quarterly goal setting and performance development of employees along with department heads.

# **EDUCATION**

**Diploma in Electronics and Communication Engineering from S.N.M Polytechnic *Moodbidri,*Karnataka, India 2008-2011**

**AREAS OF EXPERTISE**

* Website and keyword analysis,keyword research
* Google Webmaster
* Sitemap creation and Robots.txt
* Internal linking strategy
* Link building
* Team leadership
* On page and off page SEO
* Developing SEO strategy
* Google Analytics,Google
* SemRUSH
* Google Adwords
* MS Office,MSWord,MS Excel

**PERSONAL DETAILS:**

**Date of Birth** **:** 2nd July 1990.

**Sex :** Male

**Marital Status** **:** Single

**Languages known :** English, Hindi and Kannada.

**Nationality :** Indian

I hereby certify that the information I have furnished is true to the best of my knowledge.

**Place**: Dubai Shodhan