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## CURRICULUM VITAE

## PROFESSIONAL EXPERIENCE:

COMPANY : **Infosoftx Pvt. Ltd,** Mangalore, India.

DURATION : **March 2012** to **March 2015**.

DESIGNATION : **Digital Marketing Manager**

COMPANY : **Infosoftx Pvt. Ltd,** Mangalore, India.

DURATION : **March 2011** to **February 2012**.

DESIGNATION : **SEO Manager**

COMPANY : **Foradian Technologies Pvt. Ltd,** Mangalore, India.

DURATION : **December 2009** to **November 2010**.

DESIGNATION : **Internet Engineer (Front-end Developer and SEO)**

**KEY RESPONSIBILITY:**

As Digital Marketing Manager:

* Developing and executing key digital marketing strategies that supports marketing and business objectives by serving as the embodiment and voice for the brand online
* Implementing the tactical activities to maximise online presence to increase traffic to the website and generate new lead enquiries.
* Understanding the market through sales insight, marketing concepts and competitive analysis.
* Work closely with creative team for banner production - provide brief, idea generation and provide feedback until creative finalization.
* Grow online visibility using latest SEO principles and utilize Google analytics and webmaster tools to identify user trends, opportunities and business growth
* Experience of working with web, portals and mobile from a technological perspective as well as a business / customer perspective.
* Drive Sales via Website by identifying, developing and supporting Product launches; monitoring results; increasing sales; maximizing revenues.
* Respond to comments, when appropriate, in order to foster a positive community and add value to the user’s experience.
* Assist with events and marketing activity coordination for brand promotions and activities
* Interaction with various internal departments and attend meetings as required
* Responsible and accountable for the coordinated management of multiple related projects directed toward strategic business and other organizational objectives.
* Works with management, financial and IT teams to support business program execution
* Execute and finalize projects according to Strict deadlines and within budget, also make sure the product is build according to the requirement
* Conducting team meetings on a regular basis and coordinates team training and events
* Prepares and delivers regular presentations for clients
* Build credibility, establish relation and maintain communication with clients
* Travel for presentations, training, tradeshows and events

As SEO Manager:

* Recruiting, training and managing a team of SEO professionals
* Understanding the client needs and conducting competitive market research for each client to identify opportunities for increasing their online visibility
* Works closely with the SEO / SEM team to ensure that all client deliverables are met
* Creation of proposals, presentations and periodic reporting of tasks and documents to the clients which help them to approve the SEO/SEM plans.
* Keyword Research, On-page and Off-page Optimization
* Email Marketing
* Preparation of SEO proposal report for various websites

As Internet Engineer:

* Link Building and Article submission with effective SEO tools
* Adding Keyword rich meta tags, alt and H tags in web pages
* Creating XML and HTML sitemaps, 404 page, Robots.txt file creation
* Converting PSD to XHTML with pixel perfect coding
* Responsible for the look and feel, user experience design, server setup and maintenance.
* Customizing WordPress themes.

**EDUCATIONAL QUALIFICATION:**

* B.E ELECTRONICS AND COMMUNICATION ENGINEERING(2005-2009)

Visvesvaraya Technical University, Belgaum

Aggregate: 63.15%

* TWELTH (2005).

Central Board of Secondary Education, Delhi, India

Scored: 58%

* TENTH (2003)

Central Board of Secondary Education, Delhi, India

Scored: 64.2%

**ACADEMIC PROJECT:**

Electra-Dermal Activity Sensor: (December 2008 to May 2009)

**SEMINAR:**

Solar power satellite and Microwave Transmission Technology

**TECHNICAL SKILLS:**

* SEO Tools & Statistics: Google analytics, Google webmaster, Google Adwords, Word tracker, IBP, SEO Profiler and Validator
* HTML, CSS, JavaScript, Adobe- Photoshop and understanding of website languages like ASP, PHP
* Microsoft Office: Proficient in Microsoft Office (Word, Excel, Power Point)

**PERSONAL PROFILE:**

Date of Birth : 4th August 1985.

Marital Status : Single.

Languages : English, Hindi, Malayalam and Arabic (Read & Write).

Nationality : Indian

**PERSONAL INTEREST AND STRENGTH:**

* Leadership, Project Coordination, Communication
* Reading Self-Development Books, Good learner, hard worker & Team Player.
* Pleasant and Self Confident, Regular Internet User, Keeping up with Friends, Drawing.