

# N BADAREENATH

## SEO ANALYST

Email: n.badri2@gmail.com

Ph No: 8688810874

### Permanent Address:

N BADAREENATH,  
D.NO 2-168,  
YB Palem,  
Main Roadi,  
Vimjamur,  
SPSR Nellore,  
Andhra Pradesh (S),  
India.  
Pin Code – 524228.

### CARRER OBJECTIVE

"Becoming a company asset and making the best use of knowledge by operating effectively through my digital marketing skills-package has provided career development opportunities."

### WORK EXPERINCE

May 2014-2019

I) RR CONSTRUCTIONS, Nellore  
Digital Marketer.

II) Worked as Data Entry Operator in Braun Dialysis Center at  
Osmania Hospital, (Afzal Gun, Hyderabad).

### Work Profile

- Website Analysis - Manually as well as using Tools
- Performing Keyword Research using Keyword Planner Tool
- Optimizing the websites to improve its visibility & increases its web traffic using On-Page Strategies.
- Implementing SEO Off Page Strategies to get quality backlinks from high domain sites
- Increasing awareness of the products and services on the social media & Image Sharing platforms like Facebook, Twitter, Instagram, Pintrest, etc.
- Analyzing Data from Google analytics for monitoring the website traffic.

### Personal Profile

Date of Birth:  
10 SEP 1989

Sex : Male

Nationality: Indian

Marital status:  
Unmarried

Father's Name:  
N SIVA REDDY

Mother's Name:  
N NAGAMMA

### SKILLS

#### SEARCH ENGINE OPTIMIZATION

- Analysis of client's website using Manual Method & Using Tools.
- Researching for Keywords using Keyword Planner Tool.
- On Page Optimization - Content Optimization, Image Optimization, etc
- Off Page Optimization of Websites - Creating Quality Backlinks
- Monitoring the website traffic with Google analytics

### **Languages Known:**

- Telugu.
- English.
- Hindi

## **SEARCH ENGINE MARKETING**

- Keyword Research & Analysis
- Research Placement Ideas for Display Campaigns using Display Planner Tool
- Campaign Management - Creation, Placing, Monitoring, Testing & Analyzing
- Adding Proper Ad Extensions & using Different Match types for enhancing ads

## **SOCIAL MEDIA OPTIMIZATION & MARKETING**

- Creating, Managing Pages & Posts on Various Social Media Platforms.
- Advertising using various platforms like Facebook, Instagram, Twitter, YouTube & LinkedIn
- Creating & Managing different Types of Campaigns based on different business objectives
- Using different Types of Ad Formats & Creatives for the supported campaign type

## **TOOLS**

### **SEARCH ENGINE OPTIMIZATION TOOLS**

Google Webmaster  
Google Analytics  
Keyword planner tool

Google Page Speed Insights  
Moz tool  
Seo Quake

### **SEARCH ENGINE MARKETING TOOLS**

Google Analytics  
Google AdWords

Keyword planner tool.  
Display planner tool

### **SOCIAL MEDIA TOOLS**

Google URL Shortener  
Text Overlay Tool

Freepik  
Canva

### **TECHNICAL KNOWLEDGE**

Operating System: Windows-XP, Windows 7,8,10, Linux

Applications Packages: MS-Office (Word, Excel, PowerPoint),  
Photoshop, Web-designing, Web-development.

## **EXPERIENCE**

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5 Years' Experience On SEO, SEM at RR CONSTRUCTION Company

## **PERSONAL SKILLS & ABILITIES**

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- **Excellent Interpersonal Relations**
- **Quick Learner**
- **Hard Working**
- **Punctual**
- **Excellent Communication Skill**

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## **Declaration**

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I hereby declare that the above furnished details are correct and complete to the best of my knowledge and belief.

**Yours truly**

**N BADAREENATH**