

NareshKumar G

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Career Objective:

Seeking a challenging opportunity that can utilize my professional skills and provide me the platform for growth.

Skills:

- Analysis of company Website, Competitor Analysis, Keywords Research and Analysis, Keyword Implementation.
- Planning and devising on-page optimization strategies as per website requirements.
- Image SEO, Video SEO, Voice SEO, Content Optimization.
- Content Marketing.
- Manage Day-to-Day activities across multiple search engines.
- Developing content copies involving PPT, PDF, Images, Video, Infographics.
- Link Building through Off-page-Optimization.
- Devising strategies to drive online traffic to the company website, Track conversion rates and making improvements to the website.
- Enhancing company website with respect to UI/UX
- Design, build and maintain social media presence at all platforms (Facebook, Twitter, YouTube, Pinterest, Google posts, LinkedIn, Scoopit, Tumblr etc.).
- Build Brand awareness
- Planning, Implementation, and optimization of paid search campaigns (PPC campaigns)
- Analyzing ad copies, identify opportunities in the ad copies/ landing pages based on competitive analysis, and provide insights.
- **Search Engine Optimization:**
 - On-Page Optimization
 - Off-Page Optimization
 - Reporting
- **Basic knowledge of HTML and CSS.**
- **Search Engine Marketing:**
 - Adwords
 - Campaign Management
 - Campaign Optimization
- **knowledge of Social Media Marketing:**
 - Facebook
 - LinkedIn
 - Twitter
 - YouTube
 - Pinterest

- **Online Reputation Management**
- **Tools:** Google Webmaster Tool, Google Analytics, Google Adwords, Google Trends, Google Tag Manager, SemRush, TweetDeck, Moz, Hootsuit, Ubersuggest, Canva, Venngage, Seo frog spider and more...

Certifications :

- AdWords Search Certification from **Google.** (2017)
- Digital Marketing certified from **Inventateq.**

Professional Experience:

Working as a Digital Marketing Executive in V2Soft. (From 7th Jan 2021 till present)

Department : Marketing Communications

Professional Experience:

Worked as a SEO Specialist and Webmaster in M3i Solutions from December 2019 to December 2020.

Division : IT

Department : Marketing Communications

Professional Experience:

Worked as a Digital Marketing Executive in 3E Software Solutions from December 2017 to Nov 2019.

Division : IT

Department : Digital Marketing

Roles and Responsibilities

- Collecting requirements from stakeholders.
- Collaboration with tech and management team.
- Enhancing company website with respect to UI/UX.
- Develop and implement robust SEO and content strategies to drive traffic.
- Create web page layouts, Micro sites, landing pages on Sitefinity CMS platform.
- Publish and update pages on InsidePlus, ABB Library, Newsbank and Sitefinity platforms.
- Analysis of company Website, Competitor Analysis and Keywords Research and Analysis.
- Planning and devising on-page optimization strategies as per website requirements.
- Optimize webpages for Search engines by using various optimizations like Image SEO, Video SEO, and Voice SEO.
- Perform technical audits and closely monitor website health to fix issues identified on Google Search Console and other tools
- Manage Day-to-Day activities across multiple search engines, Google, Bing, Yahoo, Yandex.
- Developing content copies involving PPT, PDF, Images, Videos, Infographics, promotional content.
- Link Building through Off-page-Optimization.
- Devising strategies to drive online traffic to the company website, Track conversion rates and making improvements to the website.
- Developing Brand strategy for digital channels.
- Conduct data analysis on SEO implementations
- Pull out and create Google analytics reports on the developed and published pages.
- Developing a Social Media Strategy to build a reputable online brand.
- Planning, Implementation, and optimization of paid search campaigns (PPC campaigns)

Academic Details			
Qualification	Institution	Year Of Passing	Aggregate %
B.E(CS&E)	N.I.E (Autonomous under VTU), Mysore	2014	76.2 %
Diploma Information Science	Govt. Polytechnic Gulbarga, Karnataka	2011	76.19%
SSLC	Poojya Shree Shanthaveera Swamy Memorial High School, Gurumitakal, Yadagiri Dist, Karnataka	2008	73.12%

Extra-Curricular Activities:

- Drawing & Painting.

Achievements:

- Star Award** from 3E Software Solutions
- Merit Prize in STATE-LEVEL Painting competition
- 3 times first Prize in DISTRICT LEVEL Painting competition
- 1st Prize in DISTRICT LEVEL Painting exhibition at Mahabubnagar (*Andhra Pradesh*).

Personal Details:

Father's Name : Mr. Srinivasulu G
 Mother's Name : Nirmala G
 Date of birth : 25-09-1992
 Gender : Male
 Nationality : Indian
 Languages known : English, Hindi, Kannada, Telugu.
 Hobbies : Painting, Drawing

I do hereby declare that all the above information provided by me is correct to the best of my knowledge.

Place: Bangalore.

Nareshkumar G