**Uma Prasad .D**

Mobile: +91-9704302485 Email:uma.prasad0052@gmail.com



**Objective:**

To work energetically and dependable in an organization that gives me enough scope to apply my knowledge and skills as a member of team that works towards success and growth of the organization.

**Professional Summary:**

* Having 7.5 plus years of experience in SEO, SMO, SEM, SMM, Google Tag Manager, Email Marketing & E-Commerce project and all kind of websites.
* Having 4 years of experience in Word Press.
* Having 6 months’ work experience in Angular Frontend Development (backend laravel having knowledge)
* Having work experience on Google Tag Manager. Container creation, tags, variable, linking with Google analytics, real-time clicks on website, Facebook Pixel tracking adding.
* Having work experience on -ve links like Deal breaker, -ve commented sites, push down in second page in Google, Yahoo, Bing search engine.
* Having experience working on various SEO tools like Hootsuite, Google analytics, Google Webmaster, Woorank, GT Metrix, Keyword planner Checker, raven tools etc.
* Creating Search Ads campaign, Display campaigns for respective clients. Having good experience in conversion tracking implementation with Google tag manager.
* Having good experience in all Bidding strategies like Manual CPC, Maximize conversions, Enhanced CPC, Maximize conversions.
* Conduct Keyword analysis for the website to be optimized to choose the right keyword for the particular project.
* Develop strategies for SEO and Social Media. Manage Campaigns in SEO, SMO and analytics.
* Perform complete site audit and do On-Page Optimization activities like Meta tags, Content Optimization and Keyword analysis.
* Conduct Off-Page Optimization activities like Local SEO, Business Listings, and Strategic link Building, Bookmarking, and Blogging.
* Provide SEO analysis and recommendations in coordination’s with elements and structure of website and web pages.
* Administer Search engine program (XML sitemaps, Google Analytics, Webmaster tools) for purposes of diagnostic reporting on client projects.
* Keep pace with SEO, Search engine, Social Media and internet marketing industry trends and developments.
* Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals.
* Monitor and evaluate search results and search performance across the major search channels.

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* Work closely with the team members to meet client goal.
* Having 29 Months work Experience as Internal Auditor & SEO.

**Technical Background:**

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| --- | --- | --- |
|  | Skills | : SEO On & Off Page, SMO, SMM, Google Ad Words, Word Press, Angular, Laravel |
|  | SEO Tools | : Google Webmaster tool, Word tracker keyword Tool, Google |
|  | Analytics, Moz.com, SEM Rush, Raven tool, Ahrefs. | |
|  | Microsoft | : MS Office |

**Work Experience on Front End Development.**

* I am working at **Railway projects in Vijayawada DRM office**. As a Front end developer from past 3 months in Angular technology
* I have developed 2 railway projects in Angular frontend and backend using laravel. Both projects are going to live soon.

**Work Experience on Development (Word Press)**

* Having work Experience on Word Press in **PamTen software solution Pvt. Ltd** Below are the created & maintaining sites.
* http://www.ziadkabdelnour.com  [http://www.ziadkabdelnour.wordpress.co](http://www.ziadkabdelnour.wordpress.com/)m [http://ziadabdelnourblackhawk.com](http://ziadabdelnourblackhawk.com/)/  [http://ziadabdelnour.net](http://ziadabdelnour.net/)/  [http://ziadabdelnour.org](http://ziadabdelnour.org/)/  [http://ziadabdelnourfinance.com](http://ziadabdelnourfinance.com/)/  [http://ziadabdelnourauthor.com](http://ziadabdelnourauthor.com/)/

**Work Experience on Digital Marketing Specialist**

* I have worked at **Datagaps**. Datagaps is passionate about data-driven testing automation. company from 26th November 2020 to May 6th 2022.
* Working on Digital marketing specialist. SEO On-page optimization like keywords research, sitemap, robots and more. Off-page submissions like Local SEO, bookmarking, blogging and more.
* Responsible for Generating the Leads to the website from Google AdWords, SEO, Social Media.
* Improve the Global and Alexa Rank to the Website.
* Improve the Keywords SERP in Google.
* Monitoring the website and search console issues and google tag manager.

**Work Experience on Digital Marketing Specialist**

* I have worked at **Arin Algos** **India Pvt. Ltd**. data scientists, planners, strategists, designers, writers, researchers, engineers, and more company from Jan 02nd 2019 to Aug 14th 2020.
* Working on SEO On-page optimization like keywords research, sitemap, robots and more. Off-page submissions like Local SEO, bookmarking, blogging and more.
* Responsible for Generating the Leads to the website from Google AdWords, SEO, Social Media.
* Creating Campaign and adding groups with keywords. Here the bidding strategy is “Maximize Conversions” search Ads in India Location.
* Improve the Global and Alexa Rank to the Website.
* Improve the Keywords SERP in Google.
* Update the Website Blog Posts and other changes in the website.
* Responsible for the promotion of the website in various search engines. Taking the total responsibility of website towards site performance, quality and popularity among its visitors/users and Search Engines and Google Ad Words, Email Marketing.
* On-Page Optimization of sites like Meta Tagging, Image Tagging, Image Optimization, Hyperlink Optimization and Content Updating.
* Sending reports & Recommendations for site improvisation and accomplishment on Daily, Weekly & Monthly Basis.
* Creation and maintenance Social Profiles, Web2.0, blog Profiles.

**Work Experience on Digital Marketing**

* I have worked at **ExterNetworks­­ India Pvt. Ltd**. Managed Technology Services in New Jersey Company from Jan 11th 2018 to Dec 31st 2018.
* Responsible for Generating the Leads to the website from Google AdWords, SEO, Social Media.
* Search Ads campaign creation with respective keywords in ad groups. Here bidding strategy is “Maximize Clicks” used.
* Improve the Global and Alexa Rank to the Website.
* Improve the Keywords SERP in Google.
* Improve the website DA with backlinks.
* Update the Website Blog Posts and other changes in the website.
* Responsible for the promotion of the website in various search engines. Taking the total responsibility of website towards site performance, quality and popularity among its visitors/users and Search Engines and Google Ad Words, Email Marketing.
* On-Page Optimization of sites like Meta Tagging, Image Tagging, Image Optimization, Hyperlink Optimization and Content Updating.
* Off-Page Optimization includes Directory Submissions, Article Submissions, Blogging, Social Bookmarking, and Link Exchange, Event Promoting, Business listings.
* Sending reports & Recommendations for site improvisation and accomplishment on Daily, Weekly & Monthly Basis.
* Creation and maintenance Social Profiles, Web2.0, blog Profiles.

**Work Experience on Digital Marketing**

* I have worked at **Kovid Group Analytics India Pvt. Ltd**. Data Science-driven Digital Transformation Firm Company from Aug 24th 2016 to Dec 31st 2017.
* Responsible for Generating the Leads to the website from Google AdWords, SEO, Social Media.
* Creating Campaign and adding groups with keywords. Here the bidding strategy is “Manual CPC” search Ads.
* Improve the Global and Alexa Rank to the Website.
* Improve the Keywords SERP in Google.
* Update the Website Blog Posts and other changes in the website.
* Responsible for the promotion of the website in various search engines. Taking the total responsibility of website towards site performance, quality and popularity among its visitors/users and Search Engines and Google Ad Words, Email Marketing.
* On-Page Optimization of sites like Meta Tagging, Image Tagging, Image Optimization, Hyperlink Optimization and Content Updating.
* Off-Page Optimization includes Directory Submissions, Article Submissions, Blogging, Social Bookmarking, and Link Exchange, Event Promoting, Business listings.
* Sending reports & Recommendations for site improvisation and accomplishment on Daily, Weekly & Monthly Basis.
* Creation and maintenance Social Profiles, Web2.0, blog Profiles.

**Work Experience on Digital Marketing**

* I have worked at **PamTen software solution Pvt. Ltd**, a Web Development, SEO & Digital Marketing Company from Feb 14th 2013 to May 31st 2016.
* Responsible for the promotion of the website in various search engines. Taking the total responsibility of website towards site performance, quality and popularity among its visitors/users and Search Engines and Google Ad Words, Email Marketing.

**Below are the few of my projects on which I have worked in my carrier:**

* https://www.datagaps.com/
* https://arinhuman.com/
* https://aparnavenster.com/
* https://okotech.in/
* https://viterotiles.com/
* https://www.fieldengineer.com/
* http://www.externetworks.com/
* https://kovidacademy.com
* http://www.blackhawkpartners.com
* http://www.financialpolicycouncil.org
* http://www.ziadkabdelnour.com
* http://www.ziadkabdelnour.wordpress.com
* http://www.mfr.com
* http://pamten.com
* http://fittodo.com
* http://sofkin.org
* http://li2020.org
* http://sapthagiri.biz
* http://economic-warfare.com
* http://pamten.ca
* http://knowledgent.com
* http://blog.knowledgent.com
* https://bigdatamaturity.knowledgent.com
* http://www.teamhgs.com
* http://www.connectproglobal.com

http://www.instorepal.com

**Work Experience as Internal Auditor.**

Worked at **Hinduja Global Solutions** from July 5th 2010 to Nov 3rd 2012.

Website: <http://www.teamhgs.com> Client: Pan India Airtel Broadband Duration: Aug 5th 2010 to Nov 3rd 2012. Role: Internal Auditor. Platform: Arbor & SQL Description: Auditing Pan India Airtel Broadband Process. Responsibilities: Clearing suspense generating A/Cs, fixing process gaps, and ensuring accurate billing to Internal & External Clients/Customers with 0% error rate. Also worked on iCRM Application for Revenue Assurance Team.

Achievements: Selected as Best Performer For the Month of Oct 2010 & Jan, Feb & March 2011.

**Academic Qualification:**

* MASTER of Computer Application (M.C.A) from Jawaharlal Nehru Technology University with 73%.
* Bachelor of Science (B. Sc) from Kakatiya University with 58%.

**Personal Profile:**

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| --- | --- | --- |
| Name | : | D.Uma Prasad. |
| Fathers Name | : | D. Venkateswarlu. |
| Languages Known | : | English, Hindi and Telugu. |
| Address | : | H. No.5-5-200/115 |

Sambhani Nagar, Khammam.

Declaration:

I here by Declare that the above Information is true to the best of my

knowledge.

Place: Hyderabad Yours faithfully

(Uma Prasad)