Dhakchanamoorthy S

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# Objective

As an experienced SEO analyst with a strong background in digital marketing, I am eager to transition my skills into the field of cloud technologies. With a proven track record of success in developing and executing marketing strategies, I am confident in my ability to bring value to organizations working with cloud solutions. I am passionate about leveraging my knowledge and skills to help organizations maximize their use of cloud technologies and drive results.

# Experience

**SEO Analyst**

OX SoftwareS • Palani, Tamilnadu

01/2021 – Present

* Conducted keyword research using Keyword Planner.
* Built high DA and PA backlinks to drive traffic.
* Created SEO-friendly content for both on-page and off-page optimization.
* Performed on-page optimization to align with Google algorithms updates.
* Improved website domain authority and increased visibility in search engine results pages (SERPs).
* Utilized Canva tool to create social media images.
* Audited site using SEO tools such as Screaming Frog and SimpleSEO Tools.
* Managed social media campaigns to collect leads.

# SEO Analyst

Weblogicks • Salem, Tamilnadu 12/2020 - 12/2021

* Managed organic search engine optimization (SEO) and link building activities.
* Wrote content for websites and performed off-page activities such as blogs, articles, press releases, and classifieds.
* Optimized Google My Business pages and created posts.
* Performed Off-page SEO activities
* Handled social media platforms such as Facebook, Twitter, LinkedIn, Pinterest, Instagram, Reddit, and Flickr.
* Worked with two clients in different niches.
* Regularly managed social media marketing (SMM) for both clients.

# Certification

* [**Docker**](https://kodekloud.com/certificate-verification/2D063F449D6A-2D0420CEFC6E-2D0420A072C2/)
* [**Git**](https://kodekloud.com/certificate-verification/2D063F449D6A-2D0420BFE13A-2D0420A072C2/)

In addition to my extensive experience in SEO, I have also actively pursued additional technical skills to support my passion for cloud technologies. My self-driven learning has resulted in a solid understanding of DevOps, Docker, and Kubernetes. This demonstrated dedication to continuous learning and professional development highlights my eagerness to stay ahead of industry trends and bring value to organizations through my expertise in cloud solutions.

# Technical Skills

|  |  |  |
| --- | --- | --- |
| Linux | Python | GitHub |
| Docker | Kubernetes | DevOps |

**Education**

B. Tech - Information Technology - 6.52/10 CGPA

Kalasalingam University • Virudhunagar, Tamil Nadu

# College Projects:

**Water Management System – 05/2019** (Duration: 5 Months) (**Tools Used:** Arduino, Android SDK, Sensors)

* Creating UI design for android app.
* Set proper wire connection as per GATE function.
* Connecting sensors with proper wiring.

**Pharmacy Management System – 07/2017** (Duration: 5 Months)

**(Tools Used:** C#, SQL**)**

* Creating Dialogue box in front-end.
* Connect DB and sequence connection in backend.

# Personal Projects:

**Clinical Management System** - **06/2020** (Duration: 3 Months) (**Tools Used:** HTML, CSS, JavaScript)

* Developed using HTML, CSS, JS
* Data are stored in Google Sheet
* Collecting Patient Details (Name, Mobile Number, Address, Health issue, Age)

**Own Portfolio Website – 07/2020** (Duration: 5 Months) (**Tools Used:** HTML, CSS, JavaScript, PHP)

* Designed and coded my personal portfolio site using HTML, CSS, JS, PHP.
* Deployed using GitHub Pages. Visit: <https://dhak98.github.io/My-Portfolio>