

# GOPIKA MAHESH

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## SUMMARY

A dedicated and creative Digital Marketing Analyst with **4 years** of experience in SEO and Marketing for a broad range of clients. Specialized in SEO, SMO, Keyword Research, Competitive Analysis and Web Analytics. Experienced in working with CMS and building contents.

Areas of expertise include:

- Digital Marketing
- Search Engine Optimization
- Social Media Marketing
- Content Management
- Search Engine Marketing
- Email Marketing
- Web Analytics and Reporting
- Knowledge of WordPress

## TECHNICAL SKILLS:

- **SEO Tools:** Google Webmaster, Google Analytics, Google Trends, Ahref, SEO Quake, SEMrush, KW Finder, Buzzsumo, GT Metrix, Hotjar, Hootsuite etc
- **Designing:** Photoshop
- **Internet Technologies:** HTML

## RESPONSIBILITIES

- Manage and monitor rankings and engine results for certain search engines
- Conduct SEO research and plan on-page optimization strategies as per website requirements
- Develop marketing content and assist in link building
- Coordinate with social communities to optimize networking and marketing
- Manage all of the activities and processes required to run SEO & Social media campaigns
- Manage SEO and Social campaigns on a daily basis
- Utilize Excel spreadsheet and word to compile reports
- Handle client relations by providing feedback, reports and updates weekly/monthly
- Formulate marketing strategies in all social medias in order to increase brand visibility and improve online brand positioning of the business

## PERSONALITY HIGHLIGHT

- Good Listener, Positive attitude, Excellent in time-management
- Willingness to be the part of a team, Dedication towards work

## PROFESSIONAL EXPERIENCE

FEBRUARY 2019 – PRESENT

**SEO ANALYST**, 2BASE TECHNOLOGIES  
INFOPARK, COCHIN

No.	Project	Industry	Description
#1	2Base Technologies [ <a href="http://www.2basetechnologies.com">www.2basetechnologies.com</a> ]	Corporate	IT services and solutions provider
#2	TaxiOnTheGo [ <a href="http://www.taxionthego.com">www.taxionthego.com</a> ]	Travel	Uber like Taxi app solution
#3	ShareOnTheGo	Travel	Ride sharing application

DECEMBER 2015 – FEBRUARY 2019

**SEO ANALYST**, AABASOFT TECHNOLOGIES  
INFOPARK, COCHIN

No.	Project / Client	Industry	Description
#1	Kosamattam Finance [ <a href="http://www.kosamattam.com">www.kosamattam.com</a> ]	Financial Company	One of the leading financial industry in India
#2	Godwin Holidays [ <a href="http://www.godwinholidays.com">www.godwinholidays.com</a> ]	Tour Operator	Tour Operator in Kochi
#3	Honeymoon Package Kerala [ <a href="http://www.honeymoonpackagekerala.in">www.honeymoonpackagekerala.in</a> ]	Honeymoon Tour Operator	Tour Operator in Kochi
#4	Fonix Events [ <a href="http://www.fonixevents.com">www.fonixevents.com</a> ]	Event Management Company	Kochi based event management company
#5	Indiaeve [ <a href="http://www.indiaeve.com">www.indiaeve.com</a> ]	Entertainment	Event listing website
#6	Aabasoft [ <a href="http://www.aabasoft.com">www.aabasoft.com</a> ]	Corporate	IT services and solutions provider

## EDUCATIONAL QUALIFICATION:

COURSE	YEAR	STREAM	MARKS
B-TECH	2014	Computer Science	71%
XII	2010	Science	81%
X	2008	Kerala State	89%

I hereby declare that the above given information are true to the best of my knowledge and belief  
**Gopika Mahesh**