

CAREER SUMMARY:

A goal oriented SEO Manager with 6+years of extensive experience in Search Engine optimization, Social Media Management, App Store Optimization, Content Management, Digital Promotional Strategies, Internet Marketing, Google Analytics ORM etc.

SPECIALIZATIONS:

- ON Page and OFF Page SEO
- Keyword Research
- SEM and SMO
- Link Building
- Market Research
- Team Management
- Project Management
- Online Marketing
- Content Development
- Corporate Communications

SEO SKILLS:

- Google Analytics and Search Console
- App store and firebase
- SEMRush
- GTMetrix
- Frase
- DART
- Powepoint and Excel
- Wordpress CMS

WORK EXPERIENCE:

Astro-Vision Future Tech Pvt Ltd

Asst. Manager SEO

Aug 2017 - Present

- Technical, ON page and OFF page SEO.· Reviewing and analyzing website for areas that can be improved and optimized
- Preparing detailed strategy reports· Analysing and identifying the keywords to drive the most valuable traffic
- Landing page optimizations· Writing effective SEO content for blogs, youtube videos, and social media accounts
- Developing link building strategies· Competitor Analysis - Monitor and evaluate search results and search performance across the major search channels
- App Store Optimization - Optimizing for mobile applications - Play Store and App Store· Managing search console and firebase accounts
- Use paid tools like SEMRush, GT Metrix and Frase for analysing the trends, updates, and traffic
- Keeping updated on SEO, social media and internet marketing industry trends and developments
- Compiling and presenting SEO guidelines· Administer search engine programs (XML sitemaps, shopping feeds, webmaster tools) for purposes of diagnostic reporting
- Managing blog, social media accounts, you tube channels, forums etc

Logiciel Software Tech Pvt Ltd

SEO Specialist

August 2011- July 2012

- Managed on-page and off-page SEO for all websites handled
- Analysing and identifying the keywords to drive the most valuable traffic
- Develop on-site body content, meta descriptions, etc to support all SEO activities
- OFF pages activities for link building such as Directory Submissions, Social Bookmarking, Article Submission, PDF's, e-books, Link Exchange, Social Media, RSS Feeds, Search Engine Submission, Slide Sharing, Video submissions etc
- W3C validation, Google Analytics Setup, Google Webmaster Tool Setup

EDUCATIONAL HISTORY:

B.Tech in Electronics and Communication 2008 from Kerala University, Kerala, India (63.36%)

XII from Board of Higher Secondary Education, 2004, Kerala, India (82%)

S.S.L.C from Board of Public Examinations, 2002, Kerala (91.6%)

WORK REFERENCE:

Varun GM
9871591537
Business Head
Astro Vision Future Tech Pvt Ltd

CONTACT INFORMATION

3B, EV Sinai Towers
Mavelipuram
Kakkanad

Jeremiah Software Technologies Pvt Ltd

SEO Analyst

March 2011-August2011

- Managed on-page and off-page SEO for all websites handled.
- Analysing and identifying the keywords to drive the most valuable traffic
- Develop on-site body content, meta descriptions, etc to support all SEO activities.
- OFF pages activities for link building such as Directory Submissions, Social Bookmarking, Article Submission, PDF's, e-books, Link Exchange, Social Media, RSS Feeds, Search Engine Submission, Slide Sharing, Video submissions etc
- W3C validation, Google Analytics Setup, Google Webmaster Tool Setup

AlignMinds Technologies

SEO Analyst

October 2010 - March 2011

- Managed on-page and off-page SEO for client websites
- Handle projects from clients and websites based in Canada, the US, UK, and Australia.
- Analysing and identifying the keywords to drive the most valuable traffic
- Develop on-site body content, meta descriptions, etc to support all SEO activities.
- OFF pages activities for link building such as Directory Submissions, Social Bookmarking, Article Submission, PDF's, e-books, Link Exchange, Social Media, RSS Feeds, Search Engine Submission, Slide Sharing, Video submissions etc
- W3C validation, Google Analytics Setup, Google Webmaster Tool Setup

SBLTechnologies

SEO Analyst

March 2010 - October 2010

- Managed on-page and off-page SEO for company websites
- Handle projects based on photogrammetry-based domains.
- Analysing and identifying the keywords to drive the most valuable traffic
- Develop on site body content, meta descriptions etc to support all SEO activities.
- OFF pages activities for link building such as Directory Submissions, Social Bookmarking, Article Submission, PDF's, e-books, Link Exchange, Social Media, RSS Feeds, Search Engine Submission, Slide Sharing, Video submissions etc
- W3C validation, Google Analytics Setup, Google Webmaster Tool Setup