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SHANCY RAVINDRAN.

**SEO ~ Social Media Promotion ~
Digital Marketing (PPC/ Goggle
AdWords) ~ Client Relations**

Visionary strategist professional targeting
challenging assignments with an
organization of repute



SOFTSKILLS



COURSE

- ☐ Tally ERP9, Web Design and Excel



CORE COMPETENCIES

Search Engine Ranking / Optimization



Conversion Rate Optimization (CRO)



Directory Submissions / Need Analysis



Digital Marketing (PPC/ Goggle
AdWords)



SEO Methodologies



Google Analytics /Web Analytics
Tools



Social Media Promotion



Key Accounts Management



Off Page SEO



CAREER TIMELINE



PROFILE SUMMARY



Sr. SEO Specialist offering nearly 7 years of expertise in communities, blogs, social networks, analytics and SEO; spearheaded organic / ethical SEO services – keyword / website analysis & link building; implemented tools such as pay per click and web analytics



Worked cross-functionally with development, design, product, marketing and project management groups to plan and implement SEO updates



Assisted in development of scope of work for the production Search Engine Marketing (SEM) campaigns, based on the defined strategy for the client



Developed, managed and implemented strategic search engine optimization program plans based on competitive market analysis, client constraints, and SEO methodologies



Possess broad experience in web development and project management with core programming skills in languages such as J2EE and C#



Stayed up-to-date with changes in online marketing and search landscape - tool recommendations, strategies & industry news



Possess excellent interpersonal, communication & organizational skills in team management, customer relationship management & effective crisis management

IT SKILLS

Programming Languages: ASP.NET, XML, Joomla, Word Press, Tally Erp.9, Web Design

Operating Systems: Microsoft 9x, XP, 2000, Windows 7



CURRENT NOTABLE ACCOMPLISHMENTS

- ☐ Devised and maintained social media profiles- Facebook, LinkedIn, and Twitter
- ☐ Improvised SEO (Search Engine Optimization) for web properties; developed ways to improve web content, create on-page and off-page optimization, website design and technical adaptation and ensured visitor-friendly UI of web resources
- ◆ Remained updated on increasing effective internet popularity; steered websites' organic and referral traffic by 50-80%
- ◆ Successfully improved websites' performance and user engagement



ORGANISATIONAL EXPERIENCE

Since Dec'15 ~ Facts Computer Software House, LLC, Dubai ~ Sr. SEO Specialist

Sep'13 - Mar'15 ~ RUB THEWEB, Kaloor ~ SEO Analyst

Apr'10 - Mar'12 ~ HMGIT IT Solutions Pvt. Ltd., Cochin ~ SEO Specialist

Oct'09 - Apr'10 ~ RUB THEWEB, Kaloor ~ SEO Executive

Key Result Areas:

- ☐ Spearheading all phases of the operation and activities of central warehouse system against specific operating plans, procedures, processes and work instructions
- ☐ Administering key SEO and business metrics to provide technical recommendation on how to improve
 - ☐ performance Devising and maintaining reporting and analysis needs related to search engine optimization effort
 - ☐ Reviewing industry news and trends and ensuring that information is effectively distributed amongst the team; doing research, analysis and reporting on competitor rankings positions
- ☐ Liaising with building team / SEO Managers to ensure campaign deliverables within project constraints
- ☐ Using internal / external data sources to maintain business reports; submitting detailed analysis on reports and any discovered trends on projects
- ☐ Tracking key SEO metrics, distributed reports, dashboards and event based alerts
- ☐ Studying client and competitor link profiles, ripping apart websites for technical audit, researching popular keywords and spotting content gaps
- ☐ Fostering search engine optimization tactics, ongoing evaluation of keywords, content and Meta
- ☐ data Supporting Sales and Account Management team in overcoming customer objections

Projects:

- ☐ <http://www.facts.ae/>
- ☐ <http://www.factshcm.com/>
- ☐ <http://www.karmakerala.com/>
- ☐ <http://www.gobananas.co.uk/>
- ☐ <http://www.mensusa.com/>
- ☐ <http://www.providentestate.com/>



ACADEMIC DETAILS

2007 MCA from Mahatma Gandhi University

2004 B.Com. from University of Calicut



PERSONAL DETAILS

Date of Birth: 7th April 1983
Languages Known: English and Malayalam
Marital Status: Married
Location Preference: Cochin
Sector Preference: IT Software Sector