**RESUME**

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***RANJIT VENUGOPAL***

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**OBJECTIVE**

To work in a growth oriented organization that serves as a learning curve and gives me an opportunity to add value chain to the organization with my analytical and subjective skills in the field of Digital Marketing. I wish to contribute to the success and growth of the organization by undertaking challenging assignments and delivering timely result by applying my knowledge and skills.

**EXPERIENCE**

**Current Organization Experience**

**Designation –** SEO Team Lead

**Organization –** Global media Insight, Kochi, India and Dubai, UAE

**Period –** 2 Years (March 2019 – Present)

**Role:**

* To Handle Multiple SEO Clients from Middle East Region.
* To lead a team of 5 SEO Analyst by training them with keyword research, content optimization, SEO best practices, link building and reporting.
* To share SEO Knowledge with SEO Team Members regarding latest SEO and Digital Marketing Updates by conducting weekly internal team meetings.
* Coordinating with UAE SEO Team to understand demand and needs of the Client.
* To Build Detailed SEO Strategy for Client Websites after understanding client needs and website status.
* Weekly and Monthly SEO Audits of Client Websites.
* To ensure that the website is mobile optimized to bring quality organic traffic.
* To Perform Technical Audits and create and recommend Technical SEO Strategy to improve Page Load , Core Web Vitals(LCP, FID, CLS) , Mobile Friendliness etc
* To coordinate with Developers and IT Team to ensure the Technical Recommendations are implemented.
* Performing Keyword Research and monitoring performance to optimize content for better organic results.
* Identifying SEO Trends and Opportunities and Creating SEO Strategy around it.
* To Create and Implement Link Building Campaigns to improve website authority
* To Support Analytics team with Web Analytics and Marketing Automation related activities.

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**Previous Organization Experience**

**Designation –** SEO Lead

**Organization -** Webdura Technologies, Infopark, Kochi, India

**Period –** 4 Years, 6 month (September 2014 – February 2019)

**Role:**

* To Perform Search Engine Optimization (SEO), Social Media Optimization (SMO) and Search Engine Marketing activities on client website
* To Lead and Train a Team of 4 SEO Analyst regarding SEO keyword Research, link building, SEO Best Practices etc.
* To Perform On Page SEO activities including keyword research and optimizing the website pages based on the keyword research performed.
* To Implement Structured data/Schema Markup to website pages to improve website CTR.
* To create and implement link building activities to improve website authority.
* Performing Local SEO Optimization which includes Google Business Page Optimization, Citation Optimization and Social Media Reviews and ratings.
* Submitting SEO Weekly/Monthly Activity report to the client.
* Creating Blogs content for the current employer’s website to drive traffic and potential leads.
* Analyzing Google Analytics data for traffic and to build SEO Plans.
* Implementing Marketing Technology Tools like Google Tag Manager, Google Analytics , Google Search Console , Google Adwords , Hotjar ,CRM for client websites
* Supporting Paid Marketing team with Marketing Tag Implementation like Conversion Tracking and Remarketing Pixels for Facebook
* Automating Marketing activities through various marketing automation tools like Zapier, Hubspot CRM, Google Tag Manager and Google Analytics etc.
* Managing all marketing and sales data through Hubspot CRM.

**Past Organization Experience**

**Designation –** Software Support and Implementation Executive

**Organization –** Datamate Info solutions Pvt, Ltd, CSEZ, Kochi, India

**Period -** 4 Months (December, 2013 – April, 2014)

**Role:**

* Implementing Hospital Management Software’s in leading Client Hospitals in Kochi , Delhi etc
* Suggesting Work around to the Hospital IT Team and hospital staffs.
* Training Hospital’s IT Team and Hospital Staff about the software.
* Providing Online Support to the Hospital’s IT Team and Hospital Staffs

**ACADEMICS**

* MSc Electronics completed in October 2012 with an aggregate of 74% (Mahatma Gandhi University, Kottayam, Kerala , India )
* BSc Electronics with Computer Hardware completed in July 2010 with an aggregate of 70% (Mahatma Gandhi University, Kottayam, Kerala ,India )
* 12th completed in June 2007 with an aggregate of 78% (Kerala State Board, India )
* S.S.C completed in June 2005 with an aggregate of 74% (Maharashtra State Board of Secondary & Higher Secondary Education, Mumbai, India )

**ACHIEVEMENTS - SOME OF THE DIGITAL MARKETING PROJECTS HANDLED**

* Kuwait & KSA based Ecommerce Electronic Store (**Monthly Traffic of 3 Million) – Doubled website conversions through SEO Strategy.**
* Canadian Based SAAS Business (**Monthly Traffic of 1 Million)** – **Doubled website conversions through SEO Strategy.**
* US Based Ecommerce Business (**Monthly Traffic of 1 Million**) - **Improved website conversions by 50% through SEO Strategy.**
* GCC & MENA Based B2B Construction Consulting Business - **Improved website conversions by 50% through SEO Strategy.**
* Dubai Based Dental Clinic - **Increased website conversions through SEO Strategy.**
* Indian Real Estate Group based in Bangalore and Kerala – **300% increase in website conversions through SEO Strategy.**
* Australian Based Rubber Manufacturers & Supplier –

**Increased website conversions by 50% through SEO Strategy.**

**SOCIAL MEDIA ACCOUNTS**

* **Twitter Account –** <https://twitter.com/ranjit956713>
* **LinkedIn Account –** <https://www.linkedin.com/in/ranjit-venugopal-b736209b/>

**BLOGS CREATED AND PUBLISHED FOR PREVIOUS EMPLOYER**

https://www.webduratech.com/author/ranjit2015/

**MARKETING TRACKING TOOL KNOWLEDGE**

* In-depth Knowledge of Google Search Console
* In-depth Knowledge of Google Analytics
* In-depth Knowledge of Google Tag Manger
* In-depth Knowledge of Google Adwords
* In-depth Knowledge of Bing Webmaster
* In-depth Knowledge of CMS like Word press
* In-depth Knowledge of UX Tracking tools like Hotjar
* In-depth Knowledge of Third Party SEO software’s like SemRush, Raven and Moz SEO Tool.
* In-depth Knowledge of CRM’s like Hubspot , Zoho CRM
* In-depth Knowledge of Marketing Automation tools like Zapier
* Basic Knowledge of Email Marketing Tools like Mail Chimp

**CERTIFICATIONS**

* Google Analytics Certified
* Google Adwords Certified
* Hubspot Inbound Marketing Certified
* Hubspot Content Marketing Certified

**LANGUAGES KNOWN**

* English
* Malayalam
* Hindi
* Marathi
* Tamil

**PERSONALITY AND STRENGHT**

* Keen to learn new things and to lead and co-operate in a team.
* Dynamic, hardworking, well mannered and responsible.
* Ability to develop a vision and plan and execute the same.
* Good judgment, problem resolution and decision making.

**PERSONAL DETAILS**

Date of Birth : 26-07-1988

Place of Birth : Navi Mumbai

Age : 32 years

Marital Status : Single

Nationality : India

Mobile : + 91-9567136851

**DECLARATION**

I hereby declare that all the statements given above are true, complete and correct to the best of my knowledge and belief.

**Date:** 12-03-2021

**Place:** Kochi, India