# 

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# Career Objective

To achieve success in the Digital marketing field and grow with the organization.

# Summary

I am very passionate about SEO and PPC. Hence, I would like to work in SEO, PPC, Social Media & Marketing strategy development focusing on increasing the targeted website traffic, leads/conversions and simplifying the user experience that could innovate my Digital Marketing skills and strengths for this competitive marketing field.

# Professional Profile

* Total 7 Years Experience in SEO & PPC. (for UAE & USA Based Clients)
* Conducted PPC campaigns for USA based clients

# Solid Keyword Research experience using Google Keyword Planner, Long Tail Pro, Soovle, KW Finder, SEMRush & Word Tracker (Competitor Analysis).

* Experience in CMS (Word Press, Joomla).
* Digital Marketing Responsibilities ( SEO Recommendations & Competitor Analysis, Website monitoring through analytics and Google Tag Manager, Website study through Screamingfrog and Xenu, Keyword analysis through Google Search Console tools, Targeted keywords study through Google Adwords, Location Promotion and Updation through Google Business Listing, Social Media optimization and Listening using Buffer and Hootsuite etc.).
* Experience in using Google search console (Webmaster Tool), Google analytics & Bing webmaster tool.
* Excellent Knowledge in SEO Link building tactics.
* Strong proficiency in On-page & Off-page optimization.
* Efficient to handle multiple projects at the same time.
* Proficient in handling A/B testing.
* Knowledgeable on every Google algorithm.

# Perform competitor SEO, social media and Guest Blogging.

* Experience in using SEMrush and Moz tools.
* Used social media specifically Facebook, Google Plus, Twitter, Pinterest, Instagram & LinkedIn for Social Media Promotion
* Create comprehensive reports for client benefits.
* Content Creation & Marketing through Relevant sites.
* Based on analysis, results and client feedback continually improve and modify strategies to optimize effectiveness.
* Keep up-to-date with constantly changing search engine trends, technology and ranking factors.

# Professional Experience

* + **Company Name : Litmus7 Systems Consulting Ltd, Infopark.**

Dates : Feb 2019- Present

Designation : Senior SEO Analyst

* + **Company Name : Global Media Insight, Pallimukku, Ernakulam.**

Dates : Sept 2014 – Jan 2019

Designation : Digital Marketing - SEO Executive

* + **Company Name : NgaHR Private Limited, Infopark,**

Dates : September 2010 – August 2014

Designation : Started as Trainee Payroll Analyst and within 3 Years got promoted as Sr. Payroll Analyst.

# Clients Handled

* + Nestle Family ([www.nestle-family.com)](http://www.nestle-family.com))
  + ORS haircare(www.orshaircare.com)
  + Clubnoor (http://www.clubnoor.com/en/)
  + Worldwideformations (http://www.worldwideformations.com)
  + Sabamovers (http://www.sabamovers.com)
  + Raqam Consultancy (http://raqamconsultancy.com)
  + Sijigreenhouse (https://www.sijigreenhouse.com)
  + Fractal Systems (http://fractal.ae)
  + Cornerstone Interiors (http://cornerstonegroup.ae)
  + Mall of the Emirates (http://www.malloftheemirates.com)
  + Dominos Qatar (https://www.dominos.qa)
  + Dominos Bahrain (<https://www.dominos.bh>)
  + Globalmediainsight (http://www.globalmediainsight.com)
  + Citycentremirdif (http://www.citycentremirdif.com)

# Portfolio

* <goo.gl/4aff3w>

# Educational Qualification

* + **Master Degree, MBA** (65%) from AMS, Madras University, Chennai 2010.
  + **BA English Literature** (64%) from St.Teresas College, Ernakulam, 2008.
  + **Plus Two (Biology Science )** (63%) from SCHSS, Fort Kochi 2005.
  + **SSLC** (70%) from St. Mary’s A.I.G.H.S.S, Fort Kochi 2003.

# Certification

* + Certified Google Partner (Google Analytics)
  + Certified PPC course from Cransberry tech
  + Digital Marketing Course from Netsoft Training Institute
  + Specialized Course in Digital Marketing from Anna University
  + Digital Marketing course from MSME

# Achievements

* + Best Employee of the Year Award from NgaHR
  + Improved keyword ranking for highly competitive keywords.
  + Cordinated Training Programme Held at Banglore while Transition in NGA
  + Worked as part of a team in a busy payroll department ensuring that wages are paid on time

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| **Personal Details** | | |
|  | **Date of Birth** | : 17-06-1988 |
|  | **Sex** | : Female |
|  | **Marital Status** | : Married |
|  | **Nationality** | : Indian |
|  | **Languages** | : English, Hindi & Malayalam. |

# Declaration

I hereby declare that all the above mentioned information's are true to the best of my knowledge.

**Place:** Ernakulam