CAREER OBJECTIVE

An Internet marketing, having a proven expertise in SEO/SEM/SMO/Website Quality Assurance with an excellent familiarity with various Internet resources, expresses a keen desire to learn/excel on Web Marketing for the benefit of the organization.

Actively seeking an opportunity to be integrated into the company’s Internet Marketing team, where I will be able to learn and share my own experience for the general advancement of the company’s online programs.

PROFESSIONAL SKILLS

**Expertise On:** Web Technology, Online Business Development and Marketing, System Development Life Cycle, Search Engine Optimization, Social media optimization, Website Quality Assurance, HTML Designer, Google Web Master Tools, Google Analytic, Marketing Mix, Sales Funnel etc.  
  
**On-Page Optimization:**  
Competitor analysis, Xml sitemap creation with pages priority, Robots.txt, Google Explorer, Yahoo Explorer, Rectify Canonical issue if required, Title Tag Optimization, Meta Tag Optimization, Image Optimization, Content optimization – Keyword Density, Prominence, Proximity , H1 Tags, Keyword Frequency Implementation, Internal linking, Freshness of Page Creation, Pad file Creation, Social pages and blog analytics code implantation and analysis, Blog Optimization.  
  
**Off Page Optimization**:  
Press Release Submission, Article Submission & Marketing, Blog Creation & Promotion, Social Bookmarking, Podcasting, E-book Submission, Blog Commenting, Industry Specific Submission, Forum Posting, Social Page Creation & Posting, Page Exchange, Business Listing, Yahoo Answer, Video Creation & Submission, One Way Links, Social Networking

MANAGERIAL SKILLS

Search Engine Marketing **(SEM),** Social Media Optimization **(SMO),** Web Analytics, Market Research

including online consumer behavior, understanding Search Engine behaviors, etc

* Instrumental in Strategizing for web promotions and single handedly driving millions of organic traffic to company websites and indexed billions of web pages in major search engines.
* Handled more than 5 client base and significantly raised rankings of client's websites within top 10 in major search engines (Google, Yahoo and MSN/Bing) for most of the keywords.
* Good communication, interpersonal, problem solving skills and spearheading a team of Executive to excel in performance and client deliverables for carrying out various SEO campaigns.
* Analyzing requirement and providing web promotions solutions to clients' which involves designing & implementing Search Engines Marketing plans Operational strategies like Keyword research, Competition analysis, Site analysis, Search Engine Marketing **(SEM)** Plan, Web Penalty Solutions, Web Marketing Strategies, etc
* Relationship management with key clients for ensuring their satisfaction with the services to enhance & retain business Constant research & up-gradation of knowledge regarding Search Engines and technologies Impart training to SEO Trainees and Support Executives Inter Departmental co-ordination related to the workflow and quality of deliverables.
* Have received appreciation from the top-level management for executing projects within the set time and demonstrating outstanding performance.

techniCAL SKILLS

* **Programming Languages:** C,C++
* **Web Technologies:** HTML, DHTML, Java Script
* **Technologies:** SEO-Operations: On-Page/Off-Page Optimization
* **Graphics Design:** Photoshop, Coral Draw
* **Browsers:** Mozilla Fire-Fox, IE ,Safari, etc.
* **Concepts:** QA-Manual, A/B-Testing, Data-Structure, Marketing Mix, Sales Funnel
* **Applications and Tools:** Microsoft Office XP,2003/2007, QA: Selenium-IDE, Fiddler
* **Website Support:** [**www.seomoz.org**](http://www.seomoz.org)**,**[**www.w3schools.com**](http://www.w3schools.com)**,**[**www.google.com/sktools**](http://www.google.com/sktools)**, etc.**

PROFESSIONAL EXPERIENCE

* **Infa Capital, Gurgaon:** Is the Real Estate Company Channel Partner of JLL India (Jones Lang La Salle) and my Job profile includes promotion and Quality Management of company and associated brand websites through organic search engines.

**Appointed as**: Manager Online Marketing- Online business development and Marketing

**Duration: 29 September 2013** – **Till Now**

**My Roles:** Website Quality Assurance**,** Market Analysis**,** Keyword Analysis, Website Analysis, Initial Analysis Report, Competition Analysis, Meta-Tag Optimization, Title Tag Optimization, Google Web Master, Google Analytics.

**Admin Role:** Managing the IVR Panel

**Social Media Optimization:** Managing the company **f**acebook, linkedin and twitter account etc.

**Lead Generation:** Involvesthrough google, bulk-Mailing and social media marketing for generating the active clients.

**Advertising campaign:** Classified Ad campaign, Mailer design campaign**,** etc.

* **India Realty Group Venture (P) Ltd., Gurgaon:** Is the Real Estate Brokerage Firm and my Job profile includes promotion and Quality Management of company and associated brand websites through organic search engines.

**Appointed as**: Sr. SEO Executive- Online Marketing

**Duration: 1 March 2013** – **28 September 2013**

**My Roles:** Website Quality Assurance**,** Keyword Analysis, Website Analysis, Initial Analysis Report, Competition Analysis, Meta-Tag Optimization, Title Tag Optimization, Google Web Master, Google Analytics.

**Social Media Optimization:** Managing the company **f**acebook, linkedin and twitter account etc.

**Lead Generation:** Involvesthrough google, bulk-Mailing and social media marketing for generating the active clients.

**Advertising campaign:** Classified Ad campaign, Mailer design campaign**,** etc.

* **Corporate Solutions India, Gurgaon:** Is the Real Estate Company and my Job profile includes promotion and Quality Management of company and associated brand websites through organic search engines.

**Appointed as**: Sr. SEO Executive- Online Marketing

**Duration:** 19th Nov 2012 – 30 Apr 2013

**My Roles:** Website Quality Assurance**,** Keyword Analysis, Website Analysis, Initial Analysis Report, Competition Analysis, Meta-Tag Optimization, Title Tag Optimization, Google Web Master, Google Analytics.

**Social Media Optimization:** Managing the company **f**acebook, linkedin and twitter account etc.

**Lead Generation:** Involvesthrough google, bulk-Mailing and social media marketing for generating the active clients.

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* **Script-Technology, Noida:** Job profile includes promotion of company websites through organic search engines.

**Appointed as**: SEO Executive

**Duration:** 20th Feb 2012 to 16th Nov 2012

**My Roles:** Keyword Analysis, Website Analysis, Initial Analysis Report, Competition Analysis, Meta-Tag Optimization, Title Tag Optimization, Google Web Master, Google Analytics

**Project #1**

**Title :** SEO, and HTML Design **(**[**www.gurgaonresale.com**](http://www.gurgaonresale.com)**)**

**Industry :** Real Estate Co.& Property Listing

**Duration :** Till Now

**Keywords :** resale flats in gurgaon, ready to move property in gurgaon, resale apartments in

gurgaon, resale property in gurgaon, best gurgaon resale property, best deal in

gurgaon resale property, ready to move flats in gurgaon, ready to move apartments

in gurgaon, buy resale property in gurgaon, buy resale flats in gurgaon,flats in gurgaon

for resale, apartments in gurgaon for resale, ready to move floors in gurgaon, etc.

**Role :** SEO & HTML Designer, Lead Generation

**Description :** This project is based on Real Estate Company, delivering customized property Services/

Solutions for his clients and property owners.

**Project #2**

**Title :** SEO, and HTML Design **(**[**www.krrishcity.**](http://www.krrishcity.)**in)**

**Industry :** Real Estate Brand Marketing

**Duration :** 3 Months

**Role :** SEO & HTML Designer

**Description :** This project is based on Real Estate Company, delivering customized property Services/

Solutions for his clients.

**Role & Responsibilities:**

* Responsible for complete SEO process (on & off page optimization) and web analytics
* Provided SEO guidance and recommendations for SEO friendly website design and development
* Developing and improving websites to enhance natural search rankings
* Preparing traffic report using Google Analytics. Manual reports for checking the ranking of sites in Search Engines like Google, Yahoo, and Bing
* Interacting with various business stakeholders to gather their business requirements

**Project #3**

**Title :** SEO, and HTML Design **(**[**www.webpixa.com**](http://www.webpixa.com)**)**

**Industry :** Website Design, Website Development

**Duration :** 3.5 Months

**Role :** SEO & HTML Designer

**Description :** This project is based on software Development Company, delivering customized software

Solutions and web based software solutions.

**Role & Responsibilities:**

* Responsible for complete SEO process (on & off page optimization) and web analytics
* Provided SEO guidance and recommendations for SEO friendly website design and development
* Developing and improving websites to enhance natural search rankings
* Preparing traffic report using Google Analytics. Manual reports for checking the ranking of sites in Search Engines like Google, Yahoo, and Bing
* Interacting with various business stakeholders to gather their business requirements

**Project #4**

**Title :** SEO, and HTML Design **(www.yachtshippers.com)**

**Industry :** Transportation, Shipping

**Duration :** 2.0Months

**Role :** SEO & HTML Designer

**De Description :** This project is based on shipping Industry, delivering customized goods delivery.

**Role & Responsibilities:**

* HTML Platform - Building the web portal by incorporating both the niche features of web development & E-marketing
* HTML validation & Link development (off page optimization) web maintenance & Support

**Project #Others**

**Title :** SEO **(**[**www.telxweb.com**](http://www.telxweb.com)**), (**[**www.destination4travel.com**](http://www.destination4travel.com)**)**

[**(www.medicalsolutionsindia.com)**](http://(www.medicalsolutionsindia.com))etc.

**Industry :** Website Design, Website Development, Transportation, Travel

**Duration : 8.0** Months

**Role :** SEO & HTML Designer

**De Description :** Handled the various corporate industrial projects dedicated as Web Development,

Transportation, Travel, Real-Estate, etc

**Role & Responsibilities:**

* Responsible for complete SEO process (on & off page optimization) and web analytics
* Provided SEO guidance and recommendations for SEO friendly website design and development

PERsONAL DETAILS

* **Date of Birth** : 30-04-1986
* **Birth Place** : Varanasi, UP
* **Father’s Name** : Late Dr. K.L.R Dwivedi
* **Mother’s Name**  : Smt. Manorma Dwivedi
* **Permanent Address** : L-2/3 V.D.A Colony Industrial Area

Ramnagar, Varanasi, UP – 221110

EDUCATION

* **MCA** from (School of Management Sciences, Varanasi) UP Technical University, Lucknow (66%)
* **BCA** from (School of Management Sciences, Varanasi) V.B.S.P. University, Jaunpur (61%)

**POSITIVE TRAITS**

* Professional appearance & orientation
* Highly motivated & do have strong ethics
* Keen & willing to learn & grow accordingly with skills & knowledge for professional growth

DECLARATION

I hereby declare that the above written particulars are true to the best of my knowledge and belief.

**PLACE: VIHAL GARG**

**DATE:**