**Lovekesh Kumar**

House No. 1456, Gali No.-10,LaxmanVihar(Gurgaon Phase-II),Haryana,Pin-122001,India

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A result driven professional, **having 3 years of rich and insightful experience**, involved in Project Management, Working forSEO and SMO projects along withPre-sales Support.

**Seeking senior level leadership challenges**

**SEO/SMO Technical Expert**

**Professional Competence**

**HIGHLIGHTS**

* Clients served include ticketstoworld.co.uk,mymalta.co.uk, mygibraltar.co.uk, myamsterdam.co.uk,pioneercaps.in, lumixindia.com,tech-prastish.com,thesumner.com, ,ecardlr.com, studyadda.com signitysolutions.com, to name a few
* Managed/Participated in multiple projects for**India,US, UK**, **Australian and European** clients
* Dexterity in implementing and leading new business practices and defining quality management processes And Working Structure
* Experience of Search Engine Optimization, Social Media Optimization and efficiency analysis ofbusinessespertaining to the domains of education, home appliance, Property, Retail,Travel etc.

**SKILLS**

* **Team Player:** Fast learning curve and strong analytical, decision making, problem solving, visualizing, negotiating, presentation, communication & interpersonal skills
* **Key Responsibilities:**
* Implementing strategies for increasing site traffic through organic search listings.
* Resolving HTML code and content, and navigation issues
* Continually monitoring organic search rankings and traffic
* Analysing website strategies
* Report on the overall SEO health of our web properties and rolling up SEO Progress reports
* SEO implementation Issues on the website.
* Interact with marketing teams to drive SEO in content creation and content programming.
* Analysing Search engine Algorithm through small/controlled/measurable experiments.
* Performing on Page and Off Page optimizations for Seo projects.
* Internet marketing management including search engine optimization, SocialMedia Optimizations, Google Ad Words, site design, content writing and ecommerce with SEO in mind.
* Good programming skill website development.

**Career**Profile

**City Vacations Pvt Ltd (Gurgaon)**

**Online Marketing (Sr.SEO Analyst) (September 2012 - Present)**

**Responsibilities:**

* Reviewing the executive’s daily/fortnightly/monthly with the compiled status and progress reports.
* Research on search engine algorithms & look for new ways of increasing ranking in major search engine and traffic towards websites.
* Look & Feel, Usability & Conversion Centric Analysis.
* Worked for all SEO aspects including On Page and Off Page Optimization
* Keyword Research, Analysis & Review
* Writing Title, Meta Description & another Meta Tags
* Writing Optimized Content for Web Pages
* Improved Keyword Density & Prominence
* Improved Keyword Saturation
* Meta Tag and Anchor Tag Optimization
* Making Sitemap & its optimization.
* Bookmarking submission
* Blog Commenting & Forum Posting, classified ads
* Article Submissions, Article promotions
* Blog Posting, Blog Promotions & Press Release
* Maintaining and increasing the internal site listings on all the major search engines by Search engine optimization and links building techniques.

**On Page Optimization**

* Google penguin and panda plentycheck
* Bad link Removal and link analysis
* Urls Structure of Website and Broken Link check
* Redirection of old Urls
* Unique Content Check
* Keywords analysis, meta tag and canonical tags
* Google analytic and Google webmaster code implementation
* Images Optimizations ,alt tags & Time Loading
* Managing H1,H2 ,H3 Tags in the website
* Sitemap.txt ,sitemap.xml and Robots.txt file creations

**SMO (Social Media Optimizations)**

* Facebook Optimization
* Yahoo answering
* Rediff questions and answers
* Forums and Blogs
* Twitter page Followers
* YouTube Subscribe
* Pinterest

**Eseo Solutions (Ambala)**

**Online Marketing Executive (SEO) (July 2011 – Aug 2012)**

**Responsibilities:**

* Handle the SEO projects and maintaining the reports.
* Handle the link building projects of internal websites.
* Maintaining the reports client interaction solving there queries
* Making the Strategies for SEO projects (per website)
* Maintaining and increasing the internal site listings on all the major search engines by Search engine optimization and links building techniques.
* Directory Submissions & Bookmarking submission
* Blog Commenting & Forum Posting, classified ads
* Article Submissions, Article promotions
* Blog Posting, Blog Promotions & Press Release

**Achievements:**

* Managed to keep several monthly paying projects on board for more than one years
* Top rankings for several websites.
* Participated in various Quizzes and debates in college.
* Won Prizes in Art and Cultural activities.
* Take part in various sports meet

***EDUCATIONAL* QUALIFICATIONS**

**2007-2011**

Ganpati Institute of Technology & Management,Bilaspur (Kurukshetra University,Kurukshetra).

**Bachelors of Technology in Computer Science & Engineering**

**Percentage of Marks:** 70.05%

**2006 – 2007**

10+2(Non-Medical)

SD Sen Sec School,Jagadhri, Yamuna Nagar(Haryana)

In affiliation of HBSE Board

Subjects Under taken: Math’s, Physics, Chemistry, English, Hindi, Computers

***PROFESSIONAL SKILLS***

* + **Operating systems -**Windows NT / 98/2000/XP/Vista/Window 7, MS-DOS, Linux(Red Hat & Centos)
  + **Languages** - C, C++, Dot Net using C#.
  + **RDBMS** – Sql Server, MS Access, MS Excel
  + **ADVANCE SKILLS -** Vast Knowledge of Internet Marketing (Link Building)
  + **Scripting Language**– HTML,XML
  + **Applications -** MS Office, Adobe Photoshop, Visual Studio, Google Adwords, Webmaster Tool, Google analytics, Word Tracker

##### INTRESTS AND ACTIVITIES

* Interacting with people
* Working on creative things.
* Researching On Search Engine Algorithms
* Strengths: Hardworking, Creative, Confident, Zeal of learning, Ability to plan things.
* Reading Novels & Travelling to places

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My qualities like flexibility and zeal to learn allow me to adapt to all circumstances quickly and perform my best within a short span of time. Planning abilities and implementation skills allow me to take higher responsibilities. I believe that I can be a good team member as well as a team player with my inherent qualities. If given a chance I can prove to be an asset to any organization.

All the facts stated above in this resume are correct and any legal action can be taken against me if found guilty.

**Lovekesh Kumar**Date: Place: