**Shatrughan Kumar**

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**Aspiring for challenging assignments in Seo & Digital as a lead position with an organization of repute.**

**PROFESSIONAL SNAPSHOT**

* An astute professional with over -Years - Months of Experience in Search Engine Optimization with hands-on expertise in Search Engine Optimization (SEO) and Social Media Optimization (SMO).
* Expertise in planning, developing and implementing of SEO Strategies for Google, Yahoo and Bing search engines.
* Responsible for search engine optimization (SEO) and web analytic across all web properties.
* Expertise in keyword research for Geographical and Activity Based Markets.
* Proficiency in researching, analyzing and monitoring SEO Campaigns, Market Trends, New Technologies and Search Engine Algorithm changes.
* Detailed and proven understanding of SEO Strategies, Search Engine Ranking Algorithms, Site Architecture and SEO Copywriting.
* Expertise in analyzing Website structure, link structure, content and design optimization & recommendations.
* Possess excellent interpersonal, communication and organisational skills to effectively communicate SEO projects and to work with cross-functional staff.

**CORE COMPETENCIES**

## Search Engine Optimization

* Improving the volume & quality of traffic to a web site from search engines via "natural" ("organic") search results for targeted keywords.
* Coding, presentation, & structure, as well as fixing problems that could prevent search engine indexing programs from fully spidering a site.
* Adding unique content to a site, ensuring that content is easily indexed by search engine robots and making the site more appealing to users.
* Preparing daily, weekly, and monthly reports.

**CAREER CONTOUR**

**July 2012 to Till Date Adept Marketing & Advertising**

**As a Sr.SEO**

* On page and off page Optimization
* Make Strategy according to new “Google Panda” and “Google Penguin” Update
* Google Search Engine Optimization, Bing, Yahoo!
* Keyword Research
* Pay Per Click ( Keyword Research, Managing Ads)
* Keyword On-Page Optimization
* Link Structure & Planning
* Page rank improvement via trust worthy postings, directory articles, blog
* On-page optimization and gaining credibility
* Generating Site audit and analysis report
* Coordination with developers and designers team
* Updating routine knowledge for various SEO Sites, Blogs and Forums which play a key Role in Updating skills and Techniques to match pace with algorithm
* Social Media Optimization and Promotion (SMO)
* Training other team mates for SEO
* Implementing new strategies for SEO

**Rapidsoft Technologies Oct 2010 to June 2012**

**SEO Executive**

* On page and off page Optimization
* Google Search Engine Optimization, Yahoo!
* Keyword Research
* Keyword On-Page Optimization
* Page rank improvement via trust worthy postings, directory articles, blog
* On-page optimization and gaining credibility
* Generating Site audit and analysis report
* Internet Consumer Behavior and Analysis
* Updating routine knowledge for various SEO Sites, Blogs and Forums which play a key Role in updating skills and Techniques to match pace with algorithm
* Implementing new strategies for SEO

**Involved in various activities including:**

***Off page Activities****:*

* Directory Submission
* Social Bookmaking
* Article Submission
* Forum Posting
* Press Release Submission
* SMO
* Yahoo Answers

***On page Activities:***

* Keyword Research
* Competitor Analysis
* Meta Tag Creation
* Content Optimization
* Image Optimization
* Website Structure
* XML Sitemap Creation & Submission in Search Engines
* Google Analytics
* Webmaster Tool
* SEO Reporting

***Attainments:***

* Significantly improved the organic traffic.
* Keywords Research and Competition Analysis
* Google Web Masters Tools & Analytics
* How to prepare SEO friendly Meta Tags
* Online Marketing Techniques

***Client Servicing:***

* Identifying improvement areas & implementing measure to maximize customer satisfaction levels.
* Multi client management.
* Client mapping and profile mapping.
* Manage Client expectation – Quality Delivery Commitment, Quantity + Quality Resumes

**PROJECTS HANDELD**

* mahagunindia.com(8 Projects)
* rapidsofttechnologies.com
* sherdizzle.com.au
* khushbuindia.com
* controlspin.com
* chabadcenterpalmbeach.com
* dentistreegurgaon.co.in
* zameen-zaidad.com
* investinnest.com
* dcdesign.co.in
* hurekatek.com

**ACADEMIA**

* Graduated in Information Technology from NIIT in 20011
* Inter from A.S. College, Deoghar in 2007.
* High School from GMHS, Ramgarh, 2005.

**PERSONAL DOSSIER**

Date of Birth : 10-10-1989

Address : Gurgaon Sector 17C

Languages Known : English and Hindi

Marital Status : Unmarried

Nationality : Indian

Strength : Quick Learner, Hard Working, Motivated, and Confident.

Hobbies : R&D on internet, Tips Reading, Travelling, Chatting, etc

I hereby declare that the above said information is true to the best of my knowledge and belief.

Place: S Kumar Sinha

Date: