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Arvind Tacouri

I like to discover new things and learn. Mauritian at heart. I am an ardent proponent of 'keep it simple and stupid'. My wife would agree that I can be stubborn at times, but the voice of reason always gets through. I like exploring challenging concepts and ideologies - growth comes through adversity.

Date of Birth: 01-Nov-1989

Work Experience

SEO Specialist at LUCRIN Mauritius Ltd - 4 years (March 2013 to Now)

During my time here, I defined my own goals and managed my own work agenda with respect to my various responsibilities as mentioned below:

SEO

- Bring in a "passive" source of revenue by finding potential high-value links on the web, and building a network whilst following proper Google guidelines.
- Monitor competition
- Keyword research & planning
- Work closely with front-end and back-end developers for implementation of proper page layout, schema data, sitemaps and SEO related tags
- Write/Edit content to be search engine friendly
- Define guidelines for editorial team for creation of new products
- Management of Google Search Console & Bing Webmaster Tools
- On-site image optimisation
- Domain name planning for local SEO visibility
- Train interns and delegate part of the text editing & CMS management

Newsletter

- Integrate graphic emails to comply with guidelines for proper rendering on all emails clients/browsers while maximising deliverability

- Use of Adobe Dreamweaver & Inkbrush for email slicing
- Use IBM Silverpop (now known as IBM Watson Campaign Automation) to schedule, design, automate and create programs to assist the customer
- Use Exacttarget (now Salesforce Marketing Cloud) & Verticalresponse on Salesforce for setting up newsletter campaigns
- Provide training in the art of slicing while foreseeing potential HTML rendering issues

Paid Marketing

- Brought a 30% increase in yearly revenue generated since taking over management Adwords accounts, while respecting ROI.
- Manage and allocate the CPC yearly budget across various paid marketing platforms
- Use Sketch for image ad derivation into appropriate formats - closely worked with graphics team
- Use Adwords Manager Account to manage several Adwords account for various countries and Google Adwords Editor for bulk edits across accounts
- Create and optimise standard & dynamic search ads
- Create and optimise remarketing & targeting image ads
- Limited exposure to creation of video ads
- Google Merchant Center management including Google Customer Reviews (also implemented, now deprecated, Google Trusted Store)
- Create, manage & optimise Google Shopping & Bing Shopping ads in various languages
- Limited exposure to Amazon and Facebook for business advertising features
- Delve into granular marketing data with Bizible
- Provide training in Google Adwords

Reporting

- Improved reporting accuracy from 80% to near 100% by implementing Google Analytics for ecommerce and oversee back-end implementation of order tracking
- Use Google Tag Manager to implement event, page and conversion tracking codes
- Analysis of reports, and define path of action using data from Adwords, Search Console, Google Analytics, Moz, Google Trends, Google Data Studio, Salesforce
- Implement Google Optimise to help determine strategies with highest conversion rates
- Provide training in the implementation and report generation of Google Analytics

CRM & Website Management

- Use of Jira and Git for task allocation and sub-versioning for website HTML updates
- Administration of Magento's (Enterprise edition) back office features
- Management of domain names & zone files

- Creation, management & optimisation of shopping feeds on ChannelAdvisor
- Manage image url mappings on Adobe Scene 7 (now known as Adobe Experience Manager - Dynamic Media)
- Salesforce administration - creation of reports, dashboards, custom fields, workflows, automatic emails, imports/exports, set up modules and user management

SEO Analyst at Noveo Ltd - 8 months (June 2012 to February 2013)

- Ensured web pages abided by the guidelines set by Search Engines for proper indexing; this includes both on-page and off-page practices.
- Plan intra-website links to ensure visibility of pages and optimised crawl budget
- Use Google Analytics to spot anomalies and propose next course of action accordingly
- Perform keyword analysis and implement them as required
- Integrate graphic emailings using Adobe Dreamweaver and Adobe Fireworks while following the guidelines to ensure proper compatibility between all email platforms and avoid getting tagged as 'spam' at the same time. Newsletters set up on dolist
- Always keep up-to-date with online marketing trends and Google algorithm updates
- Train an intern in the art of SEO

Trainee Teacher at Prof. Hassen Raffa State Secondary School - 2 months (June 2010 to August 2010)

- Conducted computer science classes to students of form 1 to form 3
- Devised, conducted and marked form 3(9th grade) students for a test which reflected on their end of year results.
- Assisted lab attendant in PC maintenance

Education

Bsc(Hons) Computer Science & Engineering (August 2009 to October 2012) at the University of Mauritius

2nd class 2nd division
Final Project: Emotion Recognition using Facial Expressions (using python)

A level in 2008 at La Confiance College

Results:

Mathematics	B	General Paper	B
Chemistry	D	French	B
Physics	D		

O level in 2005 at La Confiance College

Results: Aggregate 10

Mathematics	1	Additional Mathematics	2	English	4
Chemistry	1	French	2	English literature	6
Physics	2	Computer Studies	2	Hindi	3

Skills acquired through side projects

News articles SEO
Provide assistance for AMP pages implementation for news website
Computer hardware diagnostic & maintenance

Languages

English, French, Hindi, Mauritian Creole

Certifications

Google Analytics Certified via Google Partners till March 2018
Google Adwords Search Certification via Google Partners till December 2017
Google Adwords Shopping Certification via Google Partners till December 2017
Advanced Certificate in Tabla at the Mahatma Gandhi Institute in 2015 (ongoing student)
4th-Kyu Kyokushin Karate practitioner (ongoing student)
Mauritian Driving License since 2011

Interests

Snorkeling, Chess, Online Gaming (MOBA), Hiking, Books, Manga, Techie, level 6 Google Local Guide, Drama (Theatre)