

# Ramkrushan Patel

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## Objective

Motivated, persistent, and eager to learn more new skills connected with the field of Market and Data Research. Experienced SEO Analyst who can develop and implement innovative seo strategies to boost traffic and performance. Skilled in Search Engine Optimization (SEO), Content Marketing, Social Media Marketing with white hat technique.

## Summary

- 16+ Years of Experience (4+ Years of Experience SEO) in IT Sector as a Senior Data Research Executive and Market Research Executive, Internet Marketing and SEO Executive.
- **Data Research:**  
Identifying new sales leads from various online sources (Google, Linkedin, Xing, etc)., Event search, Research to identify potential target companies that match criteria, Identifying or deducing the lead contact details like email ids and phone numbers, Identifying and qualifying new sources of sales data., E-mail send through mailchimp and other tools.
- **Keyword Analysis:**  
Researching the best keywords using tools like Google keyword planner, Semrush etc. (on 3 major factors **Relevancy, Popularity, and compositeness.**)
- **On-page optimization:**  
Keyword Research, Page Headings, Meta Tag Description, Page Content Optimization, Image Optimization , Hyperlink Optimization, Landing Page optimization, XML sitemap creation and submission, Robots file creation and optimization
- **Off-page Optimization:**  
Competitor Backlink Analysis, Guest Posting, Link Building Strategy, Local listing, Directory Submissions, Blog Marketing, Broken Link Strategy, Social Bookmarking, Business Profile Listing, Video Promotion, Press Release Promotion, Article Promotion, Blog Commenting, Forum Posting, Classified Submission, Local Marketing, Image Sharing, Document Sharing, Social media marketing , Google Maps Listing and Optimization ,Google Reviews, Increase Domain Authority, Event Promotion, Traffic Analysis,
- **Technical SEO :** Site Speed, Well-structured data, XML Sitemaps, Canonicalization, Hreflang tags,
- Worked with **Agile Process**

## **Professional Experience**

**Company:** ZYMR Inc.

**Designation:** Sr. Data Research Analyst (SEO Executive)

**Role & Responsibility:-**

### **SEO (Search Engine Optimization):-**

- On page Optimization
- Off Page Optimization
- Link Building
- Video Marketing
- Press Release submission
- Guest Post Free/Paid
- Competitor Back-links Analysis
- Social Media Promotion Activity
- Tools: Semrush , Google Analytics,Search Console (Google Webmaster)

### **Market Research Analyst:-**

- Data research and data mining
- Create data campaign as per company requirement (USA, Canada, Europe)
- Remote Jobs finds
- Database create and forward to business development team
- Lead Generate through web research, LinkedIn, Xing
- Tools: LinkedIn, Google, CrunchBase, ZoomInfo, Hubspot, Mailchimp

**Duration:** March 2017 — Continue.

**Company:** Prakash Software Solutions Pvt Ltd.

**Designation:** Sr. Market Research Analyst cum SEO Executive

**Role & Responsibility:-**

### **Client Project SEO (Search Engine Optimization):-**

- On page Optimization
- Off Page Optimization
- Link Building
- Video Marketing
- Press Release submission
- Social Bookmarking
- Infographic Submission
- Competitor Back-links Analysis
- Social Media Promotion Activity
- Tools: AHREF, Google Analytics, Google Webmaster

### **Market Research Analyst:-**

- Data research and data mining (USA, Canada, Europe, Middle East)

- Find Leads Upwork and Freelancer
- Remote Jobs finds
- Database create and forward to business development team
- Lead Generate through web research, LinkedIn, Xing
- LinkedIn, Google, CrunchBase, ZoomInfo, Upwork, Freelancers

**Duration:** Feb 2016 — Feb 2017

**Company:** Gateway Technolabs Private Ltd (Gateway Group)

**Designation:** SEO Executive

**Role & Responsibility:-**

**SEO (Search Engine Optimization):-**

- |                         |                                       |
|-------------------------|---------------------------------------|
| • On page Optimization  | • Video submission                    |
| • Off Page Optimization | • Press Release submission            |
| • Link Building         | • Blog making/comments and submission |
| • Directory Submission  | • Article submission                  |
| • Social Bookmarking's  |                                       |

**Duration:** May 2013 — Jan 2016

**Company:** N.I. Systems Private Ltd.(Gateway Group)

**Designation:** Sr. Market Research Analyst (SEO Executive)

**Role & Responsibility:-**

**Market Research Analyst:-**

- Data research and data mining
- Create data campaign as per client requirement
- Quality Check
- Resource Planning
- Database create and forward to business development team
- Lead Generate

**Duration:** June 2008 — April 2013

**Previous Company:** Juriscape Legal Research Pvt. Ltd. (Employment Scape)

**Designation:** Senior Process Associate

**Role & Responsibility:-**

- Planning and scheduling of given research projects to process associates team
- Verifying the task done by PA team before submitting to client for final approval
- Assisting Team leaders and Project manager for project planning, project meeting and reporting for various projects
- As a Trainee SEO, I can submit the content in different Directories, Blogs, Articles, Press Releases, and Forums sites.
- Exploring innovative techniques for process improvement.
- Prepare reports for various projects and sending to appropriate Individual.

**Duration:** Mar 2006 — May 2008

**Previous Company:** HT Technologies

**Designation:** Web Research Executive

**Duration:** Jan-2004 – Feb-2006

**Previous Company:** Vishvaniketan Vidhyavihar High School.

**Designation:** Computer Teacher

**Duration:** Jun-2002 – July-2003

#### Education

Examination	Board/University	Year	Percentage
Bachelor in Computer Application(B.C.A)	Gujarat University	May-2002	64%
H.S.C.	G.S.H.E.B. Gandhinagar	March-1999	72.50%
S.S.C.	G.S.E.B. Gandhinagar	March-1997	67.50%

#### Personal Detail

Name: Ramkrushan Patel

DOB: 01-July-1982

Languages: English, Hindi, Gujarati

Marital Status: Married

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