**P.Kishorekumar**

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To work in a fair and competitive environment with a willingness to take up challenges in order to explore my strengths and potential in an organization while meeting my employer’s expectations.

WORK EXPERIENCE

# SEO Analyst

**Black canvas creatives September 2019 to present**

JOB PROFILE: -

* Provide detailed guidance and support in SEO assessments, strategic recommendations.
* Conduct site audit to understand various SEO metrics and asses the web property performance
* site performance using Metrix to understand technical improvements and report to development team.
* Proposed new internet marketing and brand reputation strategies - Provided leadership and implemented a robust SEO strategy increasing overall natural search traffic to website
* Search Engine Optimization (SEO), Web Analytics, Website Architectur
* Developed ways to significantly improve,create on-page and off-page optimization,
* Post content on Social Media platforms based on the content calendar
* Povide relevant and search intent keywords as hash tags for content posting on Social Media
* Campaign planning, setup and management across Search, Display and Social Networks
* Develop near and long-term SEM & PPC account strategies,
* Manage the day-to-day SEM activities across multiple search engines.
* Monitor campaign results, analyze key metrics and optimize click-through and conversion rates.
* Review and send Weekly and Monthly performance reports with insights to the clients.
* **Digital Marketing Associate**

**Sun Bird IT Soft Hyderabad April 2019 to Aug 2019**

JOB PROFILE:-

* Wishpiks.com,zooqooz,Theintense(,SEO,SMO,SMM,Adwords)
* Provide detailed guidance and support in SEO assessments, strategic recommendations.
* Conduct site audit to understand various SEO metrics and asses the web property performance
* site performance using GTMetrix to understand technical improvements and report to development team.
* Proposed new internet marketing and brand reputation strategies - Provided leadership and implemented a robust SEO strategy increasing overall natural search traffic to website
* Search Engine Optimization (SEO), Web Analytics, Website Architecture
* Developed ways to significantly improve,create on-page and off-page optimization,
* Ensued User Interface and content of web resources are visitor-friendly.
* Post content on Social Media platforms based on the content calendar provided by manager.
* Povide relevant and search intent keywords as hash tags for content posting on Social Media
* Create ads/boost posts on social media with accurate targeting based on time,location and demographs.
* Setup Google ads campaigns based on keywords, landing pages, time and location.Take approval from manager before launch of the campaigns.
* Suggest blog ideas and blog topics for content team with focus on targeted keywords.
* Send weekly reports on SERP rankings, Social Media performance and Search Engine Marketing performances.

# Digital Marketing Executive

Incubers services LLP - Jaipur, Rajasthan – April 2018 to March 2019

JOB PROFILE:-

Consysa.com SEO,SMO,SMM

1:- Keep in pace with SEO, search engine, social media and internet MARKETING industry trends and development

2:- Monitor and evaluate web analytics dashboards and reports in order to develop and recommend SEO strategies

3:- Communication to team and management on project development, timelines, and resultsPerformkeywordresearchandCompetitoranalysisincoordinationwithclientsbusinessobjectivestooptimize existing content.

4:- To plan & implement on-page & off-page optimization strategies to achieve high rankings in search engine results pages & increase relevant organic traffic

5:- Provide SEO analysis and recommendations in coordination with elements, structure of websites and web pages.

# Digital Marketing Specialist

Freshmindsstek Hyderabad Feb- 2017 to March -2018

JOB PROFILE: -

1. Working on improving the rank of a webpage in SERP

(Search engine results page) of a particular search engine for the set of identified key phrases.

2. Off Page SEO, Techniques to publish our site in different plate forms and that are not present on the page. Link Building Techniques used in this are:- (a) . Web Directory Submission (b) . Social Bookmarking (c) . BlogCommenting(d).ForumSignatureLinking(e).ArticleMarketing(f).CompetitorBack-linkAnalysis(g). Profile Links.

* Website Analysis and Create SEO recommendations for it.
* Done off page link building techniques.
* Manage Multiple Projects.
* Update my knowledge with latest changes.
* Plan&implementSMOpostingsforallsocialchannelslikeFacebook,Twitter,LinkedIn,Instagram etc.
* Creation of social channels as per project requirements.

# Education

* Master of Business Administration (MBA) in Marketing and Finance

# Personal Information

Name              :  Pyli KishoreKumar

Gender              :  Male

Nationality        : Indian

Languages Known   : English, Hindi, and Telugu

Hobbies : Playing cricket,

I hereby declare that the above furnished details are correct and true to the best of my knowledge and belief.

Date:

Place: P. KishoreKumar