**J.Vijaya tharagai**

[**tharagai93@gmail.com**](mailto:tharagai93@gmail.com)

**Mob: 9500632170, 8072723483 Location preference: Ahmedabad.**

**From: Tamilnadu, Trichy**

**OBJECTIVE:**

To obtain a challenging position in a reputed organization where I can utilize my communication and technical skills as a gateway to success.

**ACADEMIC PROFILE:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Education Level** | **Discipline/Board** | **CGPA** | **Year of passing** | **Institution** |
| B.E | Electrical and Electronics Engineering | 64.7 | 2014 | Jayaram College Of Engineering and Technology |
| 12th | Computer Science | 67.9 | 2010 | St.Xavier Higher Secondary School |
| 10th | State board | 81.2 | 2008 | St.Xavier Higher Secondary School |

**ORGANIZATIONAL EXPERIENCE:**

|  |  |  |
| --- | --- | --- |
| **Name of Employer** | **Duration** | **Job title** |
| Creditt (Credify Technologies Pvt Ltd) | 6 months : (Dec 2020 - May 2021) | Digital Marketing & Lead Generation Specialist |
| Quosphere | 9 months : (Mar 2020 - Nov 2020) | Senior SEO executive |
| Brain Candy | 1.5 years : (Oct 2018 - Fep 2020) | SEO Head |
| Redcap technologies Pvt. Ltd | 2.1 years : (Aug 2016 - Sep 2018) | SEO executive |
| DCS global info pvt ltd | 2 years : (Jun 2014 - Jun 2016) | SEO executive |

**WORK EXPERIENCE:**

* SEO
* SMO
* SEM
* SMM
* Email Marketing

**A SEO Specialist Professional with over 6 years of experience in the areas of:**

|  |  |
| --- | --- |
| SEO Tools | Google Analytics, Google Web Master Tool, Page Speed insight, backlin checker, SEMRush Premium Pack, Ahref Premium Pack , Moz, Smallseo tool, Seositecheckup Tool, GT Metrix, Pingtom, Yoast, web.dev and etc. |
| Site Analysis | Complete technical report of the website. The report includes on-page  And off-page factors of the website. Increase the brand awareness through online promotional website |
| On-page Knowledge | Knowledge of Title, Meta Description, Meta Keywords, Keyword Research, Alt tags, Title tag, Anchor text, Image Optimization, OGP, Schema, Canonical URL, Gzip compression, landing page optimization, page load speed optimization, seo friendly url, js minify, css minify Sitemap (HTML & XML), Robots text, etc. |
| Content Analysis | Reviewing the content, Special focus on checking for keyword density, keyword  Prominence and proximity. |
| Off-page Knowledge | Backlink Creation using below mentioned submissions.  Social Bookmarking submission, Directory submission, Blog Submission,  Blog posting, Guest Post, Business Listing, Profile Link, Micro blogging,  Article submission, Comment posting, Article formatting, Script Directory  Forum posting, PDF Submission, PPT submission, Slide share,  Video Submission, etc. |
| Keywords Research | Researching the top keywords using tools such as Word Tracker, Keyword Discovery, Google Keyword Suggestion Tool, Google Trends, Good Keyword Planner, Ubersuggest and Yoast Suggest. |
| Social Media Marketing (SMM/SMO) | Extensive background in Social Media/Networking and its use in Online Marketing like Facebook, Twitter, LinkedIn, Pinterest, Instagram, Reddit, Quora, Xing, Viadeo, Tumblr and etc., |

**SEM**:

* Google PPC - Analyzing campaign requirements and create ad creative
* Creating campaign strategy
* Identifying the right targeting methods
* Preparing ad content
* Setup landing pages
* Setup conversion and tag manager
* Forecasting Keywords with high search volume and optimized bid value
* Optimizing campaign keywords for quality score
* Creating goals and funnels in Google analytics tools to view report and analyze
* Engage the target audience with ad creative
* App download campaign in Google adwords with the best CPA

**SMO:**

* Extensive background in Social Medias (Facebook, Twitter, LinkedIn, Pinterest, Instagram).
* Daily posting on all social medias pages and groups.
* Increasing Followers.
* Follow related and best groups on social medias.
* Sending personal greeting messages to the connections.

**SMM:**

* Paid campaign on social medias (Facebook, Instagram, LIinkedin)
* Analyzing campaign requirements and create ad creative
* Creating campaign strategy
* Identifying the right targeting methods
* Preparing ad content
* Setup landing pages

**Email Marketing:**

* Creating an user friendly template and tracking of Email Campaign, Bounced Data, Not open data in Mail chimp Tool

**CERTIFICATION:**

* SEO Toolkit - SEMrush
* SEO Fundamentals – SEMrush
* Google Analytics Individual Qualification
* Google My Business Basics

**PERSONAL DETAILS:**

Date of Birth : 27/5/1993

Languages Known: English and Tamil

Address : 19/12, Boja Rajan Nagar, Samayapuram, Trichy, 621112.

**DECLARATION:**

I ensure here by that all the information is true to the best of my knowledge and I bear the  
responsibility for the correctness of the above-mentioned particulars.

Thanks,

**J.Vijaya tharagai**