**VIGHNESH SREEKANTA**

**Digital marketing Executive**

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No-275,29th cross, 5th main, BTM layout, Banglore-560018.

To thrive on Professional Credentials and seek a Challenging Job in a reputed Organization and to integrate my SEO/SEM, Online marketing, analytical and designing skills in the Digital Marketing especially to excel in the field of SEO/SEM (Search engine Optimization/Internet marketing).

**Core competencies**

Search Engine Optimization (SEO). Search Engine Marketing (SEM).

Social Media Marketing (SMM). Social Media Optimization (SMO).

Campaign Management (PPC). HTML, CSS, JS, BOOTSTRAP(DES).

Google AdWords (GAD) Google My Business (GMB)

**Key Result Areas**

* Provide Strategic Planning for all SEM and SEO Initiatives and Leading the Execution Process.
* Develop Monthly Plans to Promote Existing Sites and Offerings, New Product launches and Key Initiatives.
* Develop Strategy and execute plan for Growth of Organic traffic following Industry best Practices and usability guidelines.
* Keep up to date with latest Search Engine trends and technologies to ensure peak performance on all Search Initiatives.
* Define and Provide SEO/SEM requirements and guidelines for Bloggers, mobile sites and New Applications for top rank and traffic acquisition.
* Performed Analysis of Online metrics and Developed Online marketing strategies to perform Companies websites.
* Pre-analysing solution and monitoring the complete execution of Projects in terms of Planning the objectives, operations, time frame and quality check etc.

**Technical Specialization**

* ***KEYWORD ANALYSIS****:* Researching the best Keywords using tools like word tracker, Keyword Discovery, Google keyword tools etc., on 3 major factors Relevancy, Popularity and Competitive**.**
* ***ON-PAGE OPTIMIZATION*:** Meta tags Optimization, Structure Data Rich Snippet, Page Headings, Page Content Optimization, 301 redirection, Image Optimization, Hyperlink Optimization, XML Sitemap Creation & Submission, robots file Creation/Optimization.
* ***OFF-PAGE OPTIMIZATION***: Directory Submissions, Blog creation & Posting, Social Bookmarking, Business Profile Listing, Video Submission, Press Release Promotion, Article Promotion, Blog Commenting, Forum Postings, Info graphic submission, Classified Submissions, Image Sharing, Document sharing, RSS Feed Submissions, Product Reviews, Shopping feed Submissions.
* ***SOCIAL MEDIA MARKETING***: Create/update and Design Fan Page and Twitter Profile for great user experience. Work on various Social Networking sites like LinkedIn, YouTube and twitter. Create Face book Business Fan Page Along with Programming Tabs and Integration. For Creating awareness and generate Sales and Perform Viral Marketing on Face book, Twitter and Other Social networks.
* ***WEB ANALYTICS***: Generation & Analysis of Traffic Report Using Google Analytics Tool to Understand the Effectiveness of the Keyword being used and to measure the Usefulness of the OFF-Page Optimization Strategies.
* ***CONTENT ANALYSIS:*** Reviewing the Content, Special focus on checking for Keyword Density, Keyword Prominence and Proximity***.***
* ***GOOGLE ADWORDS (Pay per Click):*** Creating and Managing PPC Google Ad words Campaigns. Day to day monitoring for the PPC Campaigns in order to get effective results and achieve the desired results to make money worth spending on PPC.

**TOOLS**

* Google Analytics, Google Webmasters, Keyword Planner Tool,Ubersuggest.
* Alexa rank, Moz Tool Bar, SEMRush, SEO Quake, Ahrefs, Open site explorer, Majestic SEO, Schema.org, Copyscape, Backlink watch, Woo rank.
* Portent, Unbounce, canvas, Hoot Suite, Buffer, Mail chimp, Get response, Buzz bundle, Social Monkee, IFTTT, Co-Schedule, Facebook/Twitter built-in analytics, Visual.ly, Wordpress.com.

**Academic Credentials**

* BCA Computers from YCM College Mysore, securing 1st class in the year 2013.
* MCA Computers from Amrita school of Arts, science Mysore 1st class in the year 2016.

**Computer skills:**

**Operating System:** Windows 10,7,8- Office, Excel, Word & Power point, TALLY (ERP9), Microsoft-

Outlook

**Experience:**

Digital Marketing Internship @Near learn education (1 year)

Digital Marketing executive @DxMinds Technologies (1year)

Digital Marketing Executive @ Sapizon technologies (10 months).

**Competencies:**

* Good communication and presentation skills.
* Quick learner with the ability to achieve organisation goal.
* Flexible to work in any kind of environment
* Willingness to learn from anything.
* Ranked multiple keywords in 1 page in Between 1 to 10 positions.

**Personal Details:**

Name : Vighnesh Sreekanta

Gender : male

Father’s Name : Sreekanta swamy

Date of Birth : 07/09/1992

Nationality : Indian

Religion : Hindu.

Languages known : English, Telugu, Kannada, Hindi, Tamil.

I hereby confirm you the above furnished information is true to the best of my Knowledge.

**VIGHNESH SREEKANTA**