

PRAVIN SELVA GANESAN

N 1/409 21st street, Anna Nagar East, Chennai-600102
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praving950@gmail.com

EDUCATION

| | |
|---|-----------------|
| Higher Secondary (10th) The Asian School, Bahrain 92% | May 2011 |
| Higher Secondary (12th) The Indian School, Bahrain 75% | May 2013 |
| Bachelor of Computer Science & Engineering Velammal Engineering College, Chennai 6.9(CGPA) | May 2017 |
| Master of Business Administration SRM Institute of Science And Technology 7.3(CGPA) | May 2019 |

EXPERIENCE

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|--|-----------------------------|
| IN22labs Business Analyst <ul style="list-style-type: none">• Pitched digital solutions to government departments in Chennai. | June 2018--July2018 |
| Jain Housing Management Trainee <ul style="list-style-type: none">• Understand and improve the functional performance of each department | March 2019--May 2019 |
| Intrepid IT Services Digital Marketing Executive <ul style="list-style-type: none">• Deciding Page titles, headers, sub- for new content• Monitoring changes to the website in the SERPs of major search engines | June 2019—Present |

- Monitoring changes to search engine algorithms
- Monitoring the traffic of the web site in Google analytics.
- Analyzing the target market and promote web site via guest post and social.
- Daily Google My Business posting
- LinkedIn posts daily from the company page
- Niche Forum commenting and Quora
- Twitter: Monitoring certain pain point kw and commenting when appropriate.

SKILLS

On-Page Optimization:

Website Analysis

Competitor Analysis

Keyword Research Analysis

Content Creation And Optimization:

Title Tag Optimization

Meta Tag Optimization

Header Tags

Image Optimization

Alt Tags

Maintaining Keyword Density With Search Engine Friendly.

Robot.Txt

Sitemap Creations(Xml, Html And Txt)

Google Analytics Installation & Goal Conversion Tracking

Schema Markup, Opengraph, Twitter Cards

Google My Business -Optimization And Kw Targeted Posts/Silo Creation

Silo Creation.

Off-Page Optimization-Link Building:

Directory Submissions

Article Submissions

Forum Posting

Web 2.0 Creation

Blog Commenting

Guest Posting Outreach

Broken Link Building And Resource Page Link Building (If Site Has Content)

Tools Used:

Google Webmaster Tool

Google Analytics Tool

Google Keyword Planner

Moz

Screaming Frog Seo Spider.

Social Media Skills:

Linkedin ,Twitter And Pinterest

SKILLS

- ✓ Fluent in English
- ✓ Excellent writing and speaking skills
- ✓ Ability to contribute in a team
- ✓ Good analytical skills
- ✓ Quick learner

TECHNICAL SKILLS

- **Operating System:**Windows
- MS office and Internet Applications

HOBBIES

- Reading books
- Watching documentaries

ADDITIONAL COURSES AND CERTIFICATIONS

- Completed SEO courses from Nathan Gotch, Kyle Roof and Ryan Stewart.
- Hubspot Inbound Marketing Certified
- Grew LinkedIn page from 180 followers to 380 in 8 months
- Own Youtube Channel with almost 8000 views – 19 videos

PERSONAL DETAILS

Date of Birth: 1/5/1995
Languages known: English, Tamil.

PRAVIN SELVA GANESAN