

RESUME

Syamanth Kumar

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Professional Summary

Recent MBA graduate with foundational knowledge in digital marketing and SEO. Equipped with hands-on experience in implementing SEO strategies and analysing performance metrics. Eager to contribute to enhancing online visibility and driving engagement in a dynamic organization.

Objective

Fresher with a solid background in SEO and digital marketing principles, seeking to apply skills in a role that involves increasing online presence and optimizing digital campaigns for growth.

Education

- **MBA** : 2023
 - **B. Com** : 2021
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Skill Set

- Basic understanding of SEO techniques and tools
 - Familiar with Google Analytics and Google Ads
 - Knowledge of content management systems (CMS)
 - Strong analytical skills and data-driven thinking
 - Proficient in MS Office Suite (Word, Excel, PowerPoint)
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Strengths

- Strategic thinker with a passion for digital trends
 - Strong analytical and problem-solving abilities
 - Excellent communication and interpersonal skills
 - Detail-oriented with a commitment to quality
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Academic Projects

- **SEO Optimization Project:**
 - Implemented SEO strategies as part of academic coursework to improve website ranking and visibility.
 - Conducted keyword research and on-page optimization.
 - Analysed SEO performance using Google Analytics and provided recommendations for improvements.
- **A Study on Job Satisfaction with Reference to South Central Railway, Vijayawada:**
 - Conducted comprehensive research to evaluate job satisfaction levels among employees for an academic project.
 - Analysed data and identified key factors affecting job satisfaction.
 - Provided recommendations to enhance employee satisfaction and organizational efficiency.

Languages

- **English:** Proficient
- **Telugu:** Native

Personal Details

- **Name** : M. Syamanth Kumar
- **Date of Birth** : 16/03/2000
- **Gender** : Male
- **Father's Name** : M. Subrahmanyam
- **Nationality** : Indian
- **Address** : Machilipatnam, Krishna District, A.P, India

Hobbies

Chess, Gardening, Cooking

Declaration

I hereby declare that all the information provided above is correct and true to the best of my knowledge and belief.

Date:

(M. Syamanth Kumar)

Place: Machilipatnam