

27.5.24
Email: hemj2000@gmail.com
Contact: 9003888899

Sir/Mam,

Application for the **role of SEO Specialist at Tensorblue.**

Tensorblue is prominent in creating **AI-powered applications** for solving various problems in the world.

I am a **digital marketer** with **6 months of experience in SEO, Content Marketing** and **1 year of experience in Content Writing.**

I wish to be a part of the SEO team to drive organic traffic while enhancing visibility to search engines.

My **analytical data-driven approach** helps to identify keyword gaps and other opportunities for improving content to increase audience engagement.

I am willing to contribute my best to the table if you can provide me a chance to interact with your team. I look forward to your kind response.

Yours sincerely,
Hemanth Kumar J



Age : 23 | Male

CONTACT ME AT

+91 90038 88899

hemj2000@gmail.com

Linkedin Profile

linkedin.com/in/hemanth-kumar-61ba871b1

MOTIVES

- Thirst to explore new areas
- Adaptability and Curiosity to learn
- Leadership

EDUCATIONAL BACKGROUND

B.Sc. (Hons.) in Agriculture (2018-2022)
CGPA/ % : 8.26/10
Vellore Institute of Technology, TN

Higher Secondary (2018)
CGPA/ % : 86%
S.K.V Matriculation Hr. Sec. school, TN

S.S.L.C (2016)
CGPA/ % : 10/10
Velammal Vidyalaya , TN

LINGUISTICS

- Speak, Read and Write
(English and Tamil)

NON-ACADEMIC

- Team Captain for the School Cricket Team where I was able to demonstrate people handling skill set.
- Active volunteer in various cultural events across academics where I demonstrated to work as a team.

HEMANTH KUMAR J

SEO MARKETER / CONTENT MARKETER

PERSONAL PROFILE

A passionate digital marketer strategising ways to connect businesses with their audience online.

WORK EXPERIENCE

Vriksha Agrosiences Pvt Ltd - Content Marketer

June 2023 - April 2024

- Performed **keyword research** for website optimisation.
- **Link building** using Quora and social media.
- Generating **brand awareness** with **local SEO** - Google My Business.
- Drafted **SEO-optimised content** for website blogs, articles, and social media.
- Planned and executed a **social media calendar** for LinkedIn, Instagram and Facebook.
- Proficiency in using **MetaBusiness Suite**.

TheHolidayStory - SEO Content Writer

January 2023- August 2023

- Wrote relevant blogs and articles for **travel and tourism**.
(UK and US audiences)
- Drafted **SEO-optimised content** with trending keywords.

Experienced niches: Agriculture, gardening, travel, tourism, technology (SaaS) and biology.

SKILL SET

- SEO-optimised content creation
- Search Engine Optimisation (on-page, off-page, technical, local)
- Experience using SEO tools - SEMrush, Ahrefs, Ubersuggest, Google Keyword Planner and Google Trends.
- Experience using web analytical tools - Google Search Console and Google Analytics to analyse (KPIs).
- Experience using CMS - WordPress, Wix
- Social media marketing (Instagram, Facebook and LinkedIn)
- Experience using Meta Business Suite
- Basic knowledge of Google Ads

AWARDS

- **Agri color award** for best student having the **highest number of publications** in the batch - May 2022.

COURSE AND CERTIFICATIONS

- Digital Marketing Expert Basics by ICTRD.
- Fundamentals of Digital Marketing by Google Digital Garage.

HOBBIES AND INTERESTS

- Interested in practicing Permaculture
- Passionate playing sports (Cricket, Badminton)
- Love playing musical instruments (Keyboard)

ADDITIONAL SKILLS

- Scientific writing
- Literature review
- Analytical skills

REFERENCES

Ms. Upasana Sarraju

Senior Content Associate
Garden Up Private Limited
Contact: 9962375999
Email: upasana@gardenup.in

Mrs. Ruma Dey Baidya

Founder, TheHolidayStory
Contact: 7604063801
Email: enjoymystory2017@gmail.com

Ms. Nishica Gomes

Head of Marketing Consultant
Vriksha Agrosiences Private Limited
Contact: 8275006560
Email: nishica.gomes@gmail.com

Sir/Mam,

Welcome to my Digital Marketing Portfolio. The portfolio consists of separate links for Content Writing, SEO and Social Media Marketing.

Please click the below links to view my work in different fields.

SEO portfolio

- https://drive.google.com/file/d/1MNvs-sU2bCwHvve4ligusB_l6SgCsuR4/view?usp=drive_link
- <https://drive.google.com/file/d/16OaNHtZstNGh2ReG37VdYtKKGjFDUi4f/view?usp=sharing>
- <https://drive.google.com/file/d/1YjT7TDO3pD-0qYE6PS3Tl1AdqQHQBmjB/view?usp=sharing>
- https://drive.google.com/file/d/1Q_JsnqOJcbxSNzev7wUqQlmU_zOcd-hf/view?usp=sharing

Content Writing

- <https://hemanthkumar.journoportfolio.com/> (Content Writing)

Social Media Marketing

- <https://www.linkedin.com/company/vrikshaagroventures/> (Social Media Marketing and Content Writing)

Yours Sincerely,
Hemanth Kumar J
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