**Vijaya Siripurapu**

**Telephone Numbers:+**919100413038

**E-mail Id**: [vijayasiripurapu8@gmail.com](mailto:vijayasiripurapu8@gmail.com)

**CAREER OBJECTIVE:-**  
To work in a growth oriented organization where I can integrate my SEO, Internet Marketing, and Software skills in the IT industry especially to excel in the field of SEO/SMM.

**PROFESSIONAL SUMMARY:-**  
  
Graduation in B.Tech (Computer Science &Engineering) with having excellent knowledge of SEO Optimization Techniques, SEM&SMM

Keyword Research: - Researching the top keywords using tools such as Word Tracker, Keyword Discovery, Google Keyword Suggestion Tool, Google insights Search Tool, Good Keyword etc.

**WORKING EXPERIENCE**  
3.4 years of experience in the Analysis, Tracking,Social Media Marketing and Optimization of Web Applications.

Working with **AceIndus Tech Sol Pvt Ltd.** From 08-Sep-2016 to till date  
  
Worked with **Vasthi Engineers Pvt Ltd.** As a Sr SEO Developer from August 2014 to 30-August 2016

Worked with **AVR Technologies** Since 13th Feb 2013 to July 2014 and involved in SEO and Content Writting.

**EXPERIENCE SUMMARY:**

**AceIndus Tech Sol Pvt Ltd.**

**Project name:** saluteindia.com

**Position**: SEO Team Lead

**Primary Roles and Responsibilities:**

* Execute tests, collect and analyze data, identify trends and insights in order to achieve maximum ROI in paid search campaigns
* Optimize copy and landing pages for search engine marketing
* Perform ongoing keyword discovery, expansion and optimization
* Research and implement search engine optimization recommendations
* Research and analyze competitor advertising links
* Develop and implement link building strategy
* Work with the development team to ensure SEO best practices are properly implemented on newly developed code
* Work with editorial and marketing teams to drive SEO in content creation and content programming
* Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.

**2.Vasthi Engineers Pvt Ltd.**

Position: Sr. Search Engine Optimization (SEO) Duration: Aug 2014 to 15th -30 August 2016

**Worked on Keywords:**

Dew point meter

Portable Dew point meter

Online Dew Point Meter..etc

**Primary Roles and Responsibilities:**• Optimizing the websites to increase the traffic.  
• Analysis of client’s web site, competitor analysis and top keywords analysis.  
• Keyword Researching.   
• On- Page and Off- Page Optimization.   
• Link Building: - One way link, Reciprocal links &Three way Linking.  
• Search Engine / Directory Submission and Paid Inclusion.  
• Social Book Marking, Article Submission, Blogs Posting, RSS Feed etc.  
• Social Media Optimization:- Digg, Stumbleupon, Facebook, Myspace.  
• Controlling Robots using robot.txt file, Meta tag and rel attribute.

**3.Apnaindia.com**  
**Position**: Jr. SEO Analyst Duration: Feb 2013 to July 2014

**Primary Roles and Responsibilities:**• Optimizing the websites to increase the traffic.  
• Analysis of client’s web site, competitor analysis and top keywords analysis.  
• Keyword Researching.   
• On- Page and Off- Page Optimization.   
• Content optimization: - Search engine friendly content development.  
• Dynamic optimization of web pages.  
• Link Building: - One way link, Reciprocal links &Three way Linking.  
• Search Engine / Directory Submission and Paid Inclusion.  
• Monitoring the Website Traffic with Google Analytics and AWStats Tools. 

• Email Marketing, Viral Marketing, Affiliates Marketing.  
• Social Book Marking, Article Submission, Blogs Posting, RSS Feed etc.  
• Social Media Optimization:- Digg, Stumbleupon, Facebook, Myspace.  
• Controlling Robots using robot.txt file, Meta tag and rel attribute.

**PROFESSIONAL & EDUCATIONAL QUALIFICATIONS:-**  
• B.Tech (Computer Science &Engineering) from GDMM College of Engineering & Technology for Women, Nandigama.,JNTUK in 2012 with 65.3%.  
• Intermediate fromJRC Junior College, Jaggayyapetin 2008 with 68.9%.  
• High School from Rao’s Public Schoolin 2000 with 65.32%.  
  
**TECHNICAL SKILLS:-**  
• Language: -HTML,CSS,Wordpress.  
• Operating System: - Windows 98, 2000, XP.  
• Search Engine: - Google, Yahoo!, and MSN supported technologies to increase Website Traffic.  
• Others: - Office XP.  
  
**INTERESTS & HOBBIES**: - Visiting in Places, Listening Music.  
  
**PERSONAL PORFILE:-**  
  
Husband Name – Mr.Santosh PhaniRam

Date of birth - 17-08-1991.  
Gender – Female.  
Language proficiency -Telugu,English, Hindi.  
  
 **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.  
  
  
Place:-   
Date :- (S.Vijaya) 