



# Murali Krishnan . D

## Seo Specialist

### My Contact

✉ muralidk0819@gmail.com

☎ +91- 7397568984

📍 29, Vishnupriya Garden,  
Tirupur- 06.

🌐 <https://www.linkedin.com/in/murali-krishnan-601752225>

### Hard Skill

- Website Designing
- Search Engine Marketing
- Search Engine Optimization
- Keyword Research
- Paid Marketing
- Lead Generations
- Email Marketing

### Soft Skill

- Team Work & Team Leadership
- Innovative Thinking
- Leadership & Mentorship

### Education Background

- Hindustan College of Arts and Science  
*Bachelor of Commerce with Computer Science Distinction with 71% Completed in 2020*
- Vidhya Vikashni matric.Hr.Sec.School  
*SSLC Distinction with 86% Completed in 2017*
- Vidhya Vikashni matric.Hr.Sec.School  
*SSLC Distinction with 83% Completed in 2015*

### Internship Program

Digital Marketing Intern – **SGS Mediasoft**

- Handling Client's Website Blog Management
- Help the digital marketing team set up fan engagement campaigns, redesign websites, update websites, determine keywords, provide customer service online, perform a cost-benefit analysis, post content, and check web content.

### About Me

Dedicated Digital Marketer with 8 Months of experience in Web designing, Keyword Research, and Building paid and Organic marketing to bring leads or Traffic to the Website. My strengths include growing audiences and increasing engagement; developing successful On-Page SEO and Off-Page SEO setting up; managing and implementing effective content strategies

### Professional Experience

Focus Edumetrics | Math Online Tutor

*Jan 2020 – April 2021*

#### Key responsibilities:

- Providing students with a better understanding of how to solve problems and guiding them to solve the problem step by step
- Monitoring student activity in class and providing guidance in course development
- constructed and rebuilt lessons according to dynamic interests and current events.

Hashtag Infosystem | Email Marketing & B2B Lead Generation

*April 2021– December 2021*

#### Key responsibilities:

- Research, track, maintain, and update leads.
- Conduct customer research based on a specific niche.
- Direct email marketing to key clients and prospects

Traffic Crow | Digital Marketing Team Head

*January 2022 – Present*

#### Key responsibilities:

- Analyzed SEO outreach objectives and reported findings to marketing director.
- recommended changes to website architecture, content, and links to improve SEO positions for target keywords.
- measured and reported the performance of all digital marketing campaigns, and assessed them against ROI and KPIs.
- tracked, reported, and analysed website analytics to drive strategy and improve the user experience.

### Achievements and Certifications

- 2017 Course on Diploma in Digital Finance (DDF) afflicted by Bharathidasan University in Hindusthan College of Arts and Science
- 2022 Certification of professional Achievement in Digital Marketing in Sgs Mediasoft