

# J.MUTHUKUMAR

[Pearlism93@gmail.com](mailto:Pearlism93@gmail.com)

Mobile number: +91-9790267268

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Over 1 year experience, Digital Marketing Specialist - Adwords Certified Google Partner  
Proven expertise in online marketing, SEO (Search Engine Optimization), PPC (Pay Per Click) advertising.

## Skills

- Google Ads
- SEO keyword research
- On Page SEO
- Off Page SEO
- Link building
- Google Webmaster
- Google Analytics

## **EXPERIENCE DETAILS:**

**Organization:** Mojo jolabs

**Duration:** Aug-2020 - Present

## **Roles & Responsibility:**

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- Expert in using web analytics tools like Google analytics, WebTrends in order to analyze Traffic trends, Visitor behavior, and measure success of SEO/SEM/PPC campaigns.
  - Set up Google Adwords advertising campaigns including keywords and campaign filters for future marketing opportunities.
  - Research and implement search engine optimization recommendations.
  - Research and analyze competitor advertising links.
  - Develop and implement link building strategy.
  - Proven SEO Experience both On Page and Off page.

## **Qualifications**

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QUALIFICATION	INSTITUTE	UNIVERSITY	PERCENTAGE
MSC (CS)	Dr.SNS Arts and science college, Coimbatore(2014-2016)	Bharathiar university	78
Bsc IT	SSB COLLEGE, Tuticorin (2011-2014)	MS university	70

## **Personal Details**

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- ▶ Date of Birth : 2<sup>th</sup> April 1993
- ▶ Languages Known : English, Tamil
- ▶ Marital Status : Single
- ▶ Sex : Male
- ▶ Father's name : MR.S.Jeyapandi
- ▶ Address for communication : 2/32, Weststreet, Perumalpuram,  
Azhagapappuram (Post),  
Sathankulam (TK)  
Tuticorin- 628703

### **DECLARATION**

I hereby declare that the information and facts stated above are true and correct to the best of my knowledge and belief.

**PLACE: Chennai**

**SIGNATURE**

**DATE:**

**J.MUTHUKUMAR**