

Anil Kumar

Mobile: .+91-9671858189

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Career Objective:

Technical professional with over 5.5 years experience in providing appropriate IT services facilities. Possesses a technical and business educational background for enhanced services.

Career Summary:

- } 6 years of rich experience in Digital Marketing in IT industry.
- } Strong background of On Page & Off Page optimization like keyword research, meta tags, internal page linking, local search optimization, business listing and video sharing etc.
- } Instrumental in analyzing client requirements, implementing search engine marketing plans and operational strategies.
- } Experience of develop and maintaining a WordPress site for SEO.
- } Technically Proficient- Advanced user

Key Skills :

Experience: SEO, SMO, Wordpress, HTML, XML, Photoshop

SEO Tools: Google Analytics, Google Webmaster, Keyword Planner, Ahref, Semrush, Moz, SEO Quake, (Broken Link Analysis), Alexa, Google Business Listing

Employment Details:

Company Name: Imperial Techsol Priavte Limited

Designation: Digital Marketing Specialist (Since March 2018)

Roles &Responsibilities:

- Optimize Web Pages and blogs– Integrate Keyword Phrases, Execute On-Page SEO Elements
 - Keyword Research Discovery & Analysis, Prioritize Keywords Targeting Strategy for primary and long-tailed keyword phrases.
 - Keyword Mapping – Map Keywords to specific pages strengthening Content.
 - Diagnose Technical SEO issues and resolve – Canonicalization, 404 errors, 301 Redirects, Crawl Errors, Server Errors, Duplicate Content, Robot.txt file, XML Sitemap problems.
 - Handling C panel and Domain updation, Hosting and Registration
 - Helping to genetrates leads through various digital marketing platforms.
 - Coordinate with designers and programmers to ensure that web pages are search engine optimized.
 - Experience in Handling Facebook, Instagram, Pinterest, Linkdin and Twitter.
 - Wordpress website development and maintains.
 - Graphics design creations.
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Company: Trion Technologies, Gurgaon

Designation: Sr. SEO, SMO Analysts (May 2016 to Feb 2018)

Roles & Responsibilities :

- Work responsibilities included Keyword Research, Competitor Analysis and On–page & Off- Page Optimization for clients in varying industries.
 - Handle technical issues such as .htaccess, redirects, adding robots.txt and XML sitemaps and crawler issues, broken link analysis using Google Webmasters.
 - Trend Analysis and suggestions for improving website traffic.
 - Responsible for gaining web traffic, Backlinks, Rankings and Brand Promotion as well.
 - Making weekly or monthly reports for clients and our Company MD on the basis of Google Analytics and Google Webmaster Data.
 - Social Media channel boost up (Twitter, Instagram, Facebook, Pinterest, etc.)
 - Wordpress Development & Photoshop Design
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Company: Zatak Softech Pvt. Ltd., Gurgaon

Designation: SEO Executive (Feb 2015 to Apr 2016)

Roles & Responsibilities:

- On page SEO, Megento website product listing, blogs.
- Work responsibilities included Keyword Research, Competitor Analysis and On–page & Off- Page Optimization for company projects in varying industries.
- Handle technical issues such as .htaccess, redirects, adding robots.txt and XML sitemaps and crawler issues, broken link analysis using Google Webmasters, Google Analytics.
- Trend Analysis and suggestions for improving website traffic.
- Responsible for order increase, gaining web traffic, backlinks, rankings and brand promotion as well.
- Making Weekly or Monthly Reports for our senior manager on the basis of Google Analytics and Google webmaster data.
- Off page activities including social bookmarking, video submission, article submission, directory submission and press release submission for client's website.
- Produce Reports and monitor on client's keyword ranking manually and using Advance Web Ranking tools.

Company: SSDN Technologies Pvt. Ltd., Gurgaon

Designation: SEO Executive (Nov 2013 to Feb 2015)

Roles & Responsibilities:

- Work responsibilities included Keyword Ranking, Competitor Analysis and On–page & Off- Page Optimization in training Institute.
- Handle technical issues such as redirects, adding robots.txt and XML sitemaps and crawler issues, broken link analysis using Google Webmasters, Google Analytics.
- Trend Analysis and suggestions for improving website traffic.
- Responsible for Backlinks, Rankings as well.
- Making Monthly Reports for our senior on the basis of keyword ranking.
- Off page activities including social bookmarking, video submission, article submission, directory submission, Image sharing, video submission, PPT Creation Submission, Blogs and press release submission for free blogger and wordpress website.

Education

Degree	Board / University	Year
B.Tech	Maharshi Dayanand University, Rohtak	2009-2013
12th	Board of School Education Haryana	2009
10th	Board of School Education Haryana	2007

Personal Details

Name : Anil Kumar
Father's Name : Bhim Singh
Mother's Name : Gyanwati
Gender : Male
Date of Birth : 02nd Jun 1991
Marital Status : Married
Nationality : Indian
Languages Known : English, Hindi

Address: Village – Bhogpur, PO. Ghangola, Tehsil - Sohna, Distt – Gurugram, HR-122103

DECLARATION:

I hereby declare that the information contained is true and correct to the best of my knowledge. I certify this too that i undersigned applicant, have personally completed this application.

Date:

Place:

(ANIL KUMAR)