**RESUME**

**SUDEV GOPIDAS**

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**Phone (M): +91 9986938329**

**Permanent Address:**

**Ayyappa Jyothi Vihar, Ayyanthole Po, Thrissur District, Kerala, PIN: 680003**

**Career objective**

I consider myself to be a motivated and confident individual, with an acute sense of observation, competence in team work, problem solving abilities and eagerness to learn. In my 7 years of corporate exposure to digital marketing I have gained expertise in web research & analytics,SEO,and in other digital marketing areas with a proven record of delivering online campaigns success. Currently I am looking out for a better opportunity as a Digital Marketing Head/Seo manager or any related field.

**Professional Experience**

* **SocialPulsar**

**Designation:** SEO Manager

**Duration:** March 2019 - April 2020

* **Nikulsan Digital Agency**

**Designation:** SEO Manager

**Duration:** October 2018 – February

2019

* **BankBazaar.com :** SEO Analyst

**Duration:** August 2016 – October 2018

* **Strategic Outsourcing Services (MetricFox), Bangalore**

**Designation:** SEO Specialist

**Duration:** May 2013 – 2016

**Core Responsibilities:**

* Plan, develop and implement our SEO strategy
* Work towards organic search optimization and ROI maximization
* Regularly perform thorough keywords research
* Identify key SEO KPIs
* Monitor redirects, click rate, bounce rate, and other KPIs
* Prepare and present reports regularly
* Identify our buyer persona to better target identified audiences
* Identify problems and deficiency and implement solutions in a timely manner
* Suggest improvements in process and productivity optimization
* Collaborate with web developers and marketing team
* Stay up to date with the latest SEO and digital marketing latest trends and best practices

**Professional Achievements:**

* Attained top 5 position in Google rankings for 80% of client projects
* Awarded as "Champion of the Floor" for generating maximum inbound leads for designated websites
* Competing with all the bank keywords is a great challenge and almost all bank related keywords are in the top 4th position.

**Academic Qualifications:**

* **Masters in Computer Applications (MCA): 2013**

Chinmaya Institute of Management and Technology, Bharathiar University (Score - 73.51%)

* **Bachelors of Computer Applications (BCA): 2010**

Chinmaya Institute of Management and Technology, Bharathiar University (Score – 53.66%)

* **HSE: 2007**

Vivekodayam Boys Higher Secondary School, Kerala (Score – 84.16%)

* **SSLC: 2005**

Hari Sri Vidya Nidhi School, ICSE (Score: 68.16%)

**Project Details:**

* **Main project:** **Online Survey Management**

**Description**: This project consists of 5 modules which includes login page, sign up page, adding project details page, product survey page. This project is developed by using PHP as the front end and MY SQL as the back end.

* **Mini project:** **Online Airline Reservation**

**Description:** Contains 4 modules such as Registration Page, Login Page, Airline Booking Page, and Status Page. Have done this project using ASP.NET as front end and MySQL as back end.

**IT Forte**

* C programming
* C++
* Java
* MYSQL
* . NET programming

**Hobbies**

* Singing
* Talking To Myself(Self Analysis)

**Languages Known:**

* English
* Hindi
* Malayalam

**Personal details:**

* Date of birth : 07/05/1989
* Sex : Male
* Father’s name : M P Gopidas
* Mother’s name : Valsala Gopidas
* Nationality : Indian

**Declaration:**

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

**Place: Kerala SUDEV GOPIDAS**