**AYYAPPA NARISETTY**

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**Objective:**

To work in a growth oriented organization where I can integrate my SEO, SMO, SMM, Software skills in any industry especially to excel in the field of Digital Marketing.

**Summary:**

* Good enough knowledge in all aspects of Organic Search Engine Optimization (SEO), Social Media Optimization (SMO), Social Media Marketing (SMM).
* Good knowledge in SEO On-Page and Off-Page Submissions.
* Researching the top keywords using tools such as Google Keyword Planner and word tracker.
* Extensive knowledge of website monitoring through tools such as Google Analytics and Google search console etc.
* Optimizing the application keywords for better results and competitor analysis.
* Audit site content for SEO compliance.

**Education:**

* Bachelor of Degree ( Bsc Computers) from SSN Degree College with aggregate 69% marks.
* Intermediate from SGP Junior College with aggregate 60% marks.
* S.S.C from ZPHS High School with aggregate 65% marks.

**Work Experience:**

* 2.6 years of experience as SEO ANALYST at **IMAP TECHNOLOGIES PVT LTD** (NOV 20189 – Till Now).

**SEO Skills:**

**On-Page Optimization:** Website Analysis, Keywords Selection, Create Title tag, Meta description, Meta Keywords, Anchor text, Alt tags, Content optimization, Image Optimization, Video Optimization, Sitemap, Robot.txt creation, HTML validations, H1 H2 H3 tags analysis, Plagiarism monitoring,

**Off-Page Optimization:** Blogging, Social Bookmarking, Directory, Article Submission, Forum, Image Sharing, Video Sharing, Document Sharing, Slide Sharing, Guest Posting and Quora answering, Web2.o

**Keyword Analysis:** Expert with SEO Tools such as Google Keyword Planner, Google Analytics and Google Search Console.

**Social Media Marketing:** Create and update Facebook Fan Page and Twitter Profile for great user experience. Worked on Various Social Networks like Facebook, Twitter, Instagram, Pinterest, etc. I have good experience on Facebook ads.

**Content Analysis:** Analyzing content for each Websites, blogging websites and vital focus on applied keyword density and Keyword prominence.

**Technical Skills:**

**SEO Tools:** Google Search Console, Google Analytics, Google Keyword planner, MOZ Tool, Ubersuggest, Grammarly, Wordpress, Ahref, and Semrush.

**Computer Applications:** MS Office, Remote Desktop Connection (RDP) and Website setup (Word press).

**Additional Information:**

* Communication – Oral, speaking capability, written, presenting, listing.
* Flexibility – Willingness to learn and can adapt to any kind of environment.
* Teamwork – Cooperative gets along with others, agreeable, supportive.

**Declaration:**

I hereby declare that the above written particulars are true to the best of my knowledge and belief.

Place: Hyderabad

Date: AYYAAPPA NARISETTY