**RESUME**

**A.BOOPATHI**

Mobile No: 9894533771

Email:boo141989@gmail.com

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| **Objective** |

Seeking for a good position to provide value addition to organization’s products and services that will provide exposure to a broad range of responsibilities, in the field of search engine optimization and Internet Marketing

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| **Experience Summary: [5+ Experience]** |

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| ROLE | COMPANY | YEARS | DURATION |
| Junior SEO Analyst | Sentient IT Software Solution Pvt Ltd (USA ) Chennai | 1 .2 year | 10 May 2010 to 29 Jul 2011 |
| SEO Analyst | Friends web solution  Chennai | 1 Year | 2 Aug 2011 to 9 Aug 2012 |
| Digital Marketing Specialist ( India team Manager ) | Net –Managers ( Malaysia  Australia China India Vietnam) | 2.year s | 1 Sep 2012 to 5 Dec 2014 |
| Digital Marketing Manager | WorkLogix Middle East LLC  Dubai UAE Chennai | Present | 25 Dec 2014 to till |

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| **Qualification** |

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|  | **College/School** | **Year of Passing** |
| B.Tech(IT) | Dr.NNCE college of engineering, Tholudur | 2010 |
| Higher Secondary | HSC Govt Higher secondary School, M.podaiyur. | 2006 |
| SSLC | HSC Govt Higher secondary School, M.podaiyur. | 2004 |

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| **My Knowledge** |

**Internet Marketing**

* **Search Engine Optimization**
* **On Page Optimization:**
* Meta Tag Preparation
* Site Analysis
* Keyword Research & Analysis
* Web Page/Design Optimization
* Content Optimization
* Mod Rewrite / Search Engine Friendly URLs
* Robots File Creation
* Competitive Analysis
* W3C Validation
* Sitemap Creation &Submission
* Site Quality Check
* Link Building Campaigns
* SEO Recommendation **and more ……..**
* **Off Page Optimization:**
* Directory submission
* Article submission
* Press Release Submission
* Search Engine Submission
* Forum Submission
* Social Bookmarking
* Blog marketing
* RSS feeds
* Video Sharing
* Link Exchange **and more ………**
* **Report Generation**
* Keyword Analysis Report
* Initial Ranking Report
* Monthly Ranking Report
* Comparative Position Analysis Report
* Daily Report
* **Social Media Marketing**
* **Facebook**

Use paid ads to promote content, increase awareness and offer discounts

Respond to fans

Tag relevant pages if you're discussing about them.

* **Twitter**

Blog posts circulation

Content offers

Call to action

Attach image

Retweet influencers

Follow new people everyday

Monitor keywords and mentions

Respond to tweets

* **LinkedIn**

Update status a few times a week

Scan industry groups a few times a week

Learn to update your company profile

Use linkedin to research prospects

* **Google+**

Share your content a few times a week

Promote posts from influencers in your industry

Circle new people everday

Offer hangout sessions

Make sure your posts are public

* **Pinterest**
* **YouTube**
* **Slideshare ………**…Etc

**Pay-Per-Click Advertising**

**Google.com (adword)**

**Facebook.com (ads)**

**Yahoo.com (ads)**

**Bing Ads**

**LinkedIn advertising**

**Baidu advertising ( China )**

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| **Project List** |

1. WorkLogix Middle East LLC Dubai , Chennai Present

* <http://www.worklogixme.com/> Dubai
* <http://www.xmarke.com/> Seoul , Korea

1. Net –Managers ( Malaysia, Australia, China, India , Vietnam)

* <http://www.ewptrainingsolutions.com.au/> Australia
* <http://www.sanctuaryresortmalaysia.com/> Malaysia, China
* <http://www.net-managers.com/> India, Vietnam Malaysia
* <http://www.domainfirstnational.com.au/> Australia

3 Friends web solution Chennai India

* [http://www.abhandyman.com](http://www.abhandyman.com/) USA
* <http://ambatturproperty.com/> India
* <http://www.chiptraining.com/> India
* <http://www.nandinichemical.com/> Singapore

4 Sentient IT Software Solution Pvt Ltd (USA ) Chennai

* <http://www.iwedplanner.com> USA
* <http://www.richcafe.in/> India
* <http://www.3beans.in/> India

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| **Roles and Responsibilities** |

* Creating proposals and provide best possible solutions for client's requirement.
* Managing overall team and assigning the task.
* Generating and analyzing the site information.
* Developing, Implementing SEO strategies and optimizing sites.
* Organic and Technical SEO.
* Keyword Research and analysis.
* Both off-page and on-page factors.
* Link Building (One Way, Two Way and Three Way).
* Google Business and Product Listing.
* Directories, Articles, Press Release, Videos & PPT Submission
* Sitemap Generation in XML, ROR & TXT format.
* Social Media Optimization (Bookmarking, Networking, Classifieds etc).
* Grow and optimize our keywords portfolio through testing (A/B and Multivariate) with ad copy, landing pages, bidding strategies, negative keywording, etc.
* Develop near and long-term PPC account strategies, roadmaps and execute day-to-day tactics that increase revenue, site traffic, conversion and margins.
* Identify and report on key performance indicators, and opportunities for improvement on a regular basis.
* Drive continued innovation and best practice implementation, regularly sharing your knowledge with the marketing team and top executives.
* Work with all team functions - product marketing, creative, product management, engineering - to implement search engine optimization (SEO) recommendations such as:
* Keyword research and specifications throughout web site pages
* Site audits for SEO best practice compliance
* Link analysis and building
* Identifying and resolving issues with JavaScript, Flash, CSS, etc
* Identifying opportunities to improve organizational and process enhancements that support SEO
* Integrate strategies and recommendations into other active marketing channels such as Email Marketing and Social Media.
* Research and manage affiliate and online advertising programs.
* Prepare and execute on a business plan to establish an international SEM strategy in targeted regions/countries.
* Stay current with new advances in search engine marketing, competitive landscape, and keyword research.
* Monitoring organic search placement and generating weekly and monthly reports.
* Interaction with Abroad and Local Client.

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| **Knowledge & Skills** |

* Bachelor's Degree required; B.Tech IT Degree preferred
* 5+ years experience managing paid and natural search programs for well-established online retailers
* Should hold some combination of the following certifications: Google Adwords Certification, Google Analytics Certification, , etc.
* Requires hands-on knowledge of best practices in SEM and a proven track-record of delivering qualified traffic from both an acquisition and conversion standpoint
* Experience managing SEM campaigns internationally - in targeting customers in specific international regions/.countries
* Exceptional copy writing and editorial skills
* Strong analytical skills with ability to drive meaningful actions from large data sets
* Proficiency in MS Office - especially Excel and PowerPoint
* Fundamental knowledge and experience with web analytical tools and interfaces, i.e. Coremetrics, Webtrends, Google Analytics is required
* Ability to multi-task and prioritize in a fast-paced and dynamic work environment
* An organized individual with great attention to detail and focus on quality of results
* A self-motivated individual; a good team player
* Takes accountability and ownership of his/her own work

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| **Awards and Appreciation** |

* Inter college overall athletics championships –Dr.NNCE college of engineering,– 2010
* First Class in B.Tech & IT – Dr.NNCE college of engineering,– 2010
* Google Adwords Certification 2015
* Bing ads certification 2015

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| **Personal Profile** |

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| Name | A.Boopathi |
| Father Name | M.Annakarai |
| Mother Name | A.Selvi |
| Date of Birth | 14.09.1988 |
| Address | Chennai India |
| Phone Number | 9894533771 |

**Declaration**

I hereby declare that above furnished details are true to my knowledge.

**Date:**

**Place:** **(A.BOOPATHI)**