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# **MOHAN S**

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## **SUMMARY**

As a Digital marketer with an extensive experience in building and implementing strategies focused on SEO, and AdWords largely for small to large sized services-based websites. Implementing, tracking and reporting web advertising campaigns including PPC, Facebook, Twitter, LinkedIn Ads. Specialized in SEO by conducting keyword research in coordination with client business objectives for organic search engine optimization.

## **SKILLS AND ACCOMPLISHMENTS IN DIGITAL MARKETING**

### **SMO & SEM SKILLS**

- Managing social media accounts Facebook, Instagram, Twitter and LinkedIn and execution of creative campaigns to drive engagement and optimizing Facebook ad campaigns to get best results.
- Monitor and evaluate social media results on a daily basis in coordination with client goals and benchmarks.
- Daily Campaign bid management with detailed attention and ROI and budget.
- Content for PPC landing pages, websites, social media through Image Ads, Text Ads, Carousel Ads and Banner Ads

### **SEARCH ENGINE OPTIMIZATION SKILLS**

#### **ON-PAGE OPTIMIZATION:**

- Webmaster Tools Setup, Keyword Analysis, Google Analytics, Alt Tags, Website Analysis, Title Tag, Domain Optimization, Heading Tag, Content Optimization, Meta Tag, Competitor Website Analysis, Google Sitemap Creation, Robots.txt Creation.

#### **OFF-PAGE OPTIMIZATION:**

- Search Engine Submission, Google/Yahoo place listing, Setting up networking Profiles (Facebook, Twitter, LinkedIn), Social Bookmarking, Press Releases, Comment Posting, Business Listing, Local Classified Posting, Wordpress Blogs, Article Submission, Directory Submission

## **WORK HISTORY:**

### **ARDHAS INFOCOM**

#### **DIGITAL MARKETING (July 2019 – Present)**

As a Digital Marketing Executive in handling clients for digital marketing strategies involving SEO, SMO, PPC, Link Building, etc,. Composing PPC Campaigns by obtaining the best performing keywords and writing the best relevant ad copies for text, image, interactive as well as video ads.

#### **ROLES AND RESPONSIBILITIES**

- Creating awareness about the company's brand using all SEO activities like organic, paid, social media, etc.,.
- Optimizing on-page activities like Meta Tag Creation, Keyword Analysis, Google Analytics, Google Webmaster, etc.,.
- Optimizing off-page activities like Social bookmarking, Directory Submission, Blog Commenting, Article Submission, Classified Submissions, etc.,.
- Tracking, Monitoring, Managing and Rating the performance of several clients owned ventures and their competitors over the social media platforms and website analysis
- Implementing digital marketing techniques as per the strategic plan formulated by the managers.

### **PROPLUS LOGICS**

#### **SEO ANALYST (MAY2018 – MAY 2019)**

Specialized in SEO by conducting keyword research in coordination with client business objectives for organic search engine optimization. Integrate internet marketing and analytical skills for consolidating the organic web presence in the search engine of the organization. Monitoring Google Analytics and webmaster accounts and making suggestions as needed.

#### **ROLES AND RESPONSIBILITIES**

- Planning and devising on-page optimization strategies as per Website requirements.
- Developed off-page organic search strategy through targeting high DA classifieds, directories, social bookmarking websites.
- Troubleshoot poor rankings and develop improvement strategies
- Regularly updating myself with the changes according to search algorithms in google
- Implementing Link Building Campaigns in coordination with client SEO goals
- Evaluating search results and performances across the major search channels.

## **ACADAMIC QUALIFICATIONS**

- Masters of Computer Application (2017-2019)
- Bachelors of Computer Technology (2014-2017)

## **ACADAMIC PROJECTS**

- Network Design with Multiple VLAN and Single DHCP Server
- Search Engine Optimization for Generic Medical Shop

## **ACCOMPLISHMENTS**

- Google AdWords Certified
- Google My Business Certified
- MS Office, HTML, Photoshop Certifications at KG College of Arts and Science.

## **WORKSHOPS ATTENDED**

- Participated in "National Level Technical Symposium VERSION 2017" in National Institute of Technology, Trichy.
- Completed "Robotics and Technopreneurship" in KG College of Arts and Science.

## **SOFTWARE & TOOLS EXCELLENCY**

- MS Office
- Google AdWords
- Google Analytics
- Search Console
- Social Media Ads Manager

## **TO KNOW MORE:**

Just Google Yourself as “**Mohan Sivakumar SEO**”  
Portfolio: <https://mohanseo.github.io/>

## **DECLARATION**

I hereby declare that the details furnished above are true and correct to the best of my knowledge and belief.

**(Mohan S)**

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