MOHAN SIVAKUMAR

DIGITAL MARKETER

EXECUTIVE SUMMARY

To be a part of the challenging team which strives for the better growth of the organization and which explores my potential and provides me with the opportunity to enhance my talent with an intention to be an asset to the company.

AREAS OF EXPERTISE

- Competitor Analysis
- Search Engine Optimization
- Link Building
- Paid Campaign (Adwords,..)
- Social Media Optimization
- Google Analytics
- Search Console

MY SUCCESSFUL SEO PROJECTS

- Crystal Lake Stay
  (https://www.crystallakestay.com/)
- EVS Groups
  (https://evsgroup.org/)
- FashionDot
  (https://www.fashiondot.in/)

TOOLS:

- Search Console
- Google Analytics
- Ahref Backlink checker
- Canva

CERTIFICATIONS:

- Google Adwords.
- Google My Business.
- Google Ads Display.

TO KNOW MORE

Just go and Google yourself for "Mohan Sivakumar SEO"

EXPERIENCE - 1 YEAR

ProPlus Logics Solutions

JOB PROFILE:
- **SEARCH ENGINE OPTIMIZATION :** On-Page, Off-Page, Local SEO
- **SOCIAL MEDIA OPTIMIZATION :** Social Media Optimization (SMO), Social Media lead generation and awareness marketing.
- **SEARCH ENGINE MARKETING :** Image Ads, Text Ads, Display Ads and Banner Ads.

PROJECTS:
SEARCH ENGINE OPTIMIZATION

- Developed Marketing content and assisted in Link Building
- Planning and Devising on-page optimization strategies as per website requirements

JOB PROFILE ACHIEVEMENTS:
- As a search engine optimizer, I have placed Keywords on the #1 page in the major search engines.
- Experience using website analytics such as Google Analytics, and Index Tools, Knowledge of various SEO Sites that play a key Role in Updating the Knowledge base and Techniques used in Current Scenario.

EDUCATION

KGISL Institute of Information Management
Master of Computer Applications - 64% (2019)

KG College of Arts and Science
Bachelor of Computer Technology - 62% (2017)

Suburban Higher Secondary School - 62% (2014)

CONTACT INFORMATION

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