

**ALPHY THOMAS**

Thenganakunnel (H),
Chempanthotty (PO)
Kannur, Kerala

alphythomas101@gmail.com
www.linkedin.com/in/alphy-thomas-60b66212b

Mob no: 9354701665

HIGHLIGHTS**SEO**

- On Page
- Off Page
- Google Search Console
- Google Analytics
- Keyword Search

Email Marketing**Mobile Marketing****SMM****TECHNICAL SKILLS**

- Languages: HTML, PHP, XML
- OS: Windows OS, Mac OS
- MS Office Suite: Word, Power Point, Excel, Libre Office
- Email Clients: MS Outlook, Mozilla Thunderbird, Gmail

LANGUAGES KNOWN

English, Hindi, Malayalam

PROFESSIONAL SUMMARY

Experienced SEO Executive who is persistent in keeping up to date on any SEO changes by the major search engines. Adept at website development, troubleshooting website product pages, programming and organizing website content. Specializes in public service blogs and implementing the day-to-day product marketing strategy.

EXPERIENCE**SEO Executive**

[June 2017 to Present]

SysTools Software Pvt. Ltd.

- Knowledgeable on **Google algorithm** update
- SEO: Off-page and on-page activities
- Link building, Keyword Research and Competition Analysis
- Adept at utilizing several types of analytical software
- Develops custom metrics to measure website performance
- Develops good coordination with Content Team
- Creates comprehensive presentations and reports
- Monitor & Evaluate search results and search performance
- Natural/Organic Search Engine Optimization
- Search Engine Marketing (SEM)
- Ethical/white-hat techniques accepted by Google, Yahoo & MSN.
- Administer search engine programs (XML sitemaps, Google

Analytics, Webmaster tools)

- Content development in coordination with SEO goals - General and Keyword specific

•

EDUCATIONAL QUALIFICATION**BTech in Computer Science Engineering**

[2013 -2017]

Vimal Jyothi Engineering College, Chemperi; Kannur University

DECLARATION

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

Place:

Alphy Thomas

Date: