

CURRICULUM VITAE

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Carrier Objective

To actively contribute to the development and growth of the organization where my knowledge is shared, enriched and my communication skills could be utilized to the fullest and to prove me in my professional career.

Educational Qualifications

- B. Tech (CSE) from St. Peters Engineering College, Hyderabad. Completed in the year 2012 with first class distinction aggregate: 76.3% of all semesters.
- Intermediate (MPC) from Board of Intermediate Education. Completed in the year 2008 with aggregate: 88.4%.

NicheStack (Sep 2019 – Present)

SEO Manager (Freelancer)

- Keyword Research, content curation for 16best.net.
- Conduct simple keyword research and use SEO guidelines to increase web traffic.
- Ensure all-around consistency (style, fonts, images and tone).
- Monitor and assess the impact of search results and performance on key search channels.
- Improve website search results by writing appealing and high-quality online material, such as blog entries and page descriptions.
- Manage SEO-related assets Google Search Console, Google Analytics, Google Keyword Planner, Ahrefs, Wordpress.
- Keeping up with the newest trends and best SEO practices.
- Design, implement and manage websites using WordPress
- Manage front-end and back-end website development.
- Ensuring high-performance and availability, and managing all technical aspects of the CMS.
- Establish internal linking architecture.
- Monitor daily performance metrics and adjust the SEO strategy accordingly.
- Managing and assigning the tasks to the team.
- Training the new joinee about the workflow.

C-LeanRank (April 2017 –Sep 2019)

SEO Specialist (Freelancer)

- Developing link-building strategies.
- Manage SEO-related assets Google Analytics, Ahrefs, Semrush, Majestic.
- Maintaining and developing affiliate marketing programs.
- Maintaining relationships with affiliates and partners.
- Regularly monitoring campaign performance, compiling and submitting campaign performance reports.
- Outreach strategy: Search for niche content to build outreach list and turn those targets into contacts.
- Actively engage with high-value prospects on all mediums, and follow up recipients.

Potential Asia (April 2016 –Apr 2017)

SEO Specialist (Freelancer)

- Maintained development of affiliate programs for coupon website (coupofy.com, bargainfox.co.uk, dealsunny.com).
- Monitoring all the operations (edit, create, delete of coupons and stores) related to above mentioned coupon sites.
- Performed Link Building strategies. (Broken links, Resource links, Link Roundups).
- Outreach strategy: Search for niche content to build outreach list and turn those targets into contacts.

Zavax Solutions, Hyderabad (March 2015 – March 2016)

- Updating Coupons on websites (coupofy.com, bargainfox.co.uk, dealsunny.com).
- Posting articles on WordPress sites.
- Actively engage with high-value prospects for a niche by using different search process. (Google search, ahref, Image search).

Electronics Corporation of India Ltd., Hyderabad (December 2013 – December 2014)

Graduate Engineer Apprentice-DBA

- Involved in installing the servers using SQL SERVER (2008/12/14).
- Upgrading of servers from older versions to the latest versions using import and export features.
- Scheduling backups and restoring the data whenever required.
- Security management at server level and database level
- Database management, data modeling and upgrading servers through T-SQL and User interface (SSMS).
- Replications, Locks, Mirroring data, Log Shipping, data warehousing.
- Proficiency and expertise in SQL Server Replication, Backup/Recovery, Disaster recovery and planning.

- Maintained individual service accounts for SQL Server services on cluster with different Security groups to raise security mark.
- Having Experience on Data center servers and handling 1.4 TB databases.
- Handling Memory configurations for SQL Server 2014 and SQL Server 2012 on Windows 2012.
- Working knowledge in Analysis Services (SSAS), Reporting Services (SSRS) and Clustering.
- Expert in data transformation services and Bulk Loads with SSIS and BULK INSERT ETL operations.

H-Line Soft, Hyderabad (December 2012– April 2013)

Software Developer (JAVA)

- Development of online application using the Java technologies.
- IDE used is MyEclipse, Oracle for database designing.

Technical Skills

- Hands-on experience with Content Management Systems (WordPress)
- Microsoft certification as MS Solutions Expert.
- Having good knowledge in MS-Word, MS-Excel & PowerPoint, working on SQL Server 2014.
- Working experience on Operating system such as Windows 2000 / 2003 / NT / XP, Windows Server 2008/2012.
- Languages involved .Net (C#, ASP.Net), Java, JSP, JDBC, XML, HTML, C, C#.
- Databases: SQL Server (2008/12/14), DB2, Oracle.
- IDE's: Visual Studio 2008/10/12/14, MyEclipse.

Declaration

I hereby declare that the information furnished above is true to the best of my knowledge. I am also confident of my ability to work in a team.

Yours Faithfully
Jalluri Sirisha