

NETRAVATI PATIL

Sri Lakshmi Venkateshwara Ladies PG
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Bengaluru – 560034

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HIGHLIGHTS

- 4+ Years of dedicated service in Digital Marketing, currently working as a SEO Analyst.
- Experience in Google Analytics, Social Media Marketing, Social Media Optimization and SEO.
- Better Knowledge in Competitor Analysis.
- Handled more than 20+ SEO projects.
- Sound Knowledge in monitoring the Website Traffic with Google Analytics Tool.
- Leadership skills with ability to motivate teams to increase productivity.

KEY ACCOMPLISHMENTS

- In depth knowledge of identifying customer needs and industry trends to assist in planning and executing of strategic marketing plans
- Designed, implemented and tested the company's largest digital marketing campaign successfully.
- Increased customer base by more than 200% in six months by bringing in real business from the Company's website
- Recommend and implement new ideas and innovations to improve and manage all digital channels

CERTIFICATIONS

- Google AdWords Fundamentals Certified
- Google Analytics Certified
- eMarketing Institute SEO Certified
- Digital Unlocked Certification
- Hubspot Academy Inbound Certified

KEY SKILLS

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|------------------------------------|---|
| ➤ Search Engine Optimization (SEO) | ➤ Custom Reports and Dashboards using Google Data Studio |
| ➤ Social Media Marketing (SMM) | ➤ Created and designed websites on WordPress, Shopify and Wix.com |
| ➤ Google Analytics | ➤ On Page & Off Page Optimization |
| ➤ Brand Awareness | |
| ➤ Website Analytics | |
| ➤ Competitor Analysis | |

DIGITAL MARKETING TOOLS

- **SEO Tools** - LeadSquared, Google Analytics, Webmaster tools(Search Console), Ahrefs, Google Keyword planner tool, Moz, SEMrush, SimilarWeb, SEO Site Checkup, Fliktover.

- YouTube Tools – vidIQ Analytics
- Content Management System-WordPress.
- Social Media & E-mail Marketing Tools -Hootsuite, Buzzsumo, Mail chimp, Canva.
- Tasks management-Trello, Asana, Google Calendar.
- MS Office Suite
- Google Docs and Google Sheets
- Google Data Studio

WORK EXPERIENCE

I am a SEO & Google Analytics Certified Professional with 4 years of working experience in the field of Digital Marketing(SEO and SMO). I am currently working as a SEO Analyst for Truweight Wellness Pvt. Ltd, Bengaluru.

EXPERIENCE OUTLINE

Designation	Organization	Duration
SEO Analyst	Truweight Wellness Pvt Ltd, Bengaluru	Nov 2017 – Till Date
Digital Marketing Executive	Roots Education - Washington University of Barbados, Bengaluru	Apr 2016 – Sept 2017
Process & SEO Executive	Amtush InfoSolutions Pvt Ltd, Bengaluru	Jan 2015 – Mar 2016

Key Roles & Responsibilities:-

As SEO & SMO Analyst at Truweight Wellness Pvt Ltd:

- On Page Optimization
- Off Page Optimization
- Conducting keyword research
- Monitoring social media channels for trends and opportunities
- Training new team members
- Social media optimization (Facebook, Twitter, LinkedIn, Instagram etc)
- Worked in web 2.0 websites (blogger.com, blogspot.com, wordpress.com)
- Building the Quality backlinks through (Social bookmarking, Article posting, forum signature, blog commenting, blog posting, classified submission etc)
- Analysis of performance and progress in Organic(SEO & SMO)
- Handled Online Reputation Management(ORM)
- Content optimization according to the keyword density.
- Monitoring the website traffic with Google analytics & Flikover Tool
- Weekly Analysis of Google webmaster Tools(Search console & Crawl Error)
- Social media optimization like (Facebook, Twitter, LinkedIn)
- Help drive the development of original content
- Research and keep up-to-date with SEO best practice and changes to search results algorithms
- Track site activity and performance using Google Analytics and Webmaster tools(Search console)
- Prepare reports for SEO On and Off page analysis.
- Prepare performance analysis reports and suggest recommendations
- Schedule posts for Social media (Facebook , Instagram Twitter etc) From hootsuite Tool.
- Image & Youtube Optimization.

As Digital Marketing Executive at Roots Education Consultancy (Washington University of Barbados):

- Be a part of executing innovative Search engine and social media optimization strategies
- Performing the competitor analysis, keyword research
- Optimizing the website to increase traffic
- Research and keep up-to-date with SEO best practice and changes to search results algorithms
- Complete On-page and Off-page optimization
- Content optimization according to the keyword density.
- Writing the Meta tags within the header of the source code
- Social media optimization (Facebook, Twitter, LinkedIn)
- Worked in web 2.0 websites (blogger.com, blogspot.com, wordpress.com, weebly etc.)
- Building the Quality backlinks through (Social bookmarking, Article posting, forum signature, blog commenting, blog posting, classified submission etc).
- Increase sales and site traffic through organic search optimization
- Track site activity and performance using Google Analytics
- Prepare performance analysis reports and suggest recommendations
- Youtube Optimization.

As SEO Executive at Amtush InfoSolutions Private Limited.

- Performing the competitor analysis, keyword research
- Optimizing the website to increase traffic
- On-page and off-page optimization
- Image, Video and PDF file optimization
- Working on a dynamic E – Commerce websites
- Creations of Web 2.0 BLOGS
- Configuring Google webmaster central Tools
- Building the Quality backlinks through (Social bookmarking, Article posting, forum signature, blog commenting, blog posting, directory submission, classified submission etc)
- Creating and controlling robots.txt file
- Data Monitoring and Processing
- Image Optimization
- Track site activity and performance using Google Analytics

PERSONAL DETAILS

- DOB: 30th December 1993
- Language: English, Hindi, Kannada

ACADEMIC QUALIFICATION

- Bachelor of Electronics & Communication Engineering, EWIT College Bangalore (VTU Belgaum).
- 12th Standard in Science(PCMB), S.M. PU Science College Dharwad, Karnataka.
- 10th Standard in Kannada Medium,(Karnataka Secondary Education Board), Govt.High School Sagar.

DECLARATION

I hereby declare that the information furnished above is true to the best of my knowledge.

Date:

Place: Bengaluru

Signature

(NETRAVATI PATIL)