

Akhildas T.H

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SEO • SEM • SMM • Digital Marketing • Web Design Development

(DOB: 14/05/1992), Present Location: Kottayam

Profile

- **10+** years of experience in Digital Marketing Domain
- Worked on SEO of Indian and International websites.
- Experience in multiple digital marketing channels such as SEO, SEM, SMM, Content Marketing, Email and SMS Marketing
- Adept at thriving in fast-paced environments and adhering to tight deadlines. ○ Recognized by organization for exceptional performance with spot award.

Skills

▪ Search Engine Optimization ▪ Google Adwords/PPC ▪ SMM ▪ Google Analytics ▪ Google Search Console ▪

Google Tag Manager

Web development SEO Tools

HTML & CSS ORM

Basics of various CMS's Email &

SMS Marketing

Titan Tech Emirates Pvt Ltd (August 2024 – Present) <https://titantechemirates.com/>

Designation: **Sr.Seo Analyst** (Full Time)

- **SEO Strategy:** Develop and execute advanced SEO strategies aligned with business goals.
- **On-Page Optimization:** Optimize content, meta tags, internal linking, and Core Web Vitals.

- **Technical SEO:** Fix crawl issues, optimize sitemaps, and implement schema markup.
- **Off-Page SEO:** Build backlinks, monitor domain authority, and conduct outreach.
- **Analytics & Reporting:** Track performance using tools like GA, GSC, and SEMrush; prepare monthly reports.
- **Competitor Analysis:** Analyze and identify opportunities to outperform competitors.
- **Content Collaboration:** Guide SEO-focused content creation and optimization.
- **Mentoring:** Train junior analysts and ensure quality in their work.
- **Stay Updated:** Keep up with SEO trends and algorithm updates.

Jiitak (February -2023- July 2024) (<https://www.jiitak.jp>)

Designation: Sr.Seo Analyst (Full Time)

- Handling SEO (Technical SEO)
- Increase the Organic traffic from Japan
Increase the ranking of Keywprds such us **WEBアプリ開発 , Flutter開発, MVP開発 , UI / UXデザイン, モバイルアプリ開発**

- Handle the on-page and off-page activities for the assigned Websites.
- Suggest and launch new pages on the website to increase traffic as well as leads. •

Do website audit and provide suggestion to improve the website performances. • Track different SEO metrics like traffic, ranking, page speed, CTR, impressions, search volume using multiple tools such as Google Analytics, Search console, Keyword planner, Ahrefs etc • Competitor analysis.

- Backlink submissions on relevant websites including guest blogging

DVCOM Technologies Dubai (July 2022- January 2023)

Designation: Sr.Seo Consultant

- Handling SEO (Technical SEO)
- Handle the on-page and off-page activities for the assigned Websites. ▪ Suggest and launch new pages on the website to increase the traffic as well as leads. ▪ Do website audit and provide suggestion to improve the website performances. ▪ Track different SEO metrics like traffic, ranking, page speed, CTR, impressions, search volume using multiple tools such as Google Analytics, Search console, Keyword planner, Ahrefs etc ▪ Competitor analysis.
- Backlink submissions on relevant websites including guest blogging.

Contact Point 360(*April 18, 2022-July 2022*)

Designation: Sr.Seo Analyst

- Handling SEO (Technical Seo)
- Handle the on-page and off-page activities for the assigned Websites. ▪ Suggest and launch new pages on the website to increase the traffic as well as leads. ▪ Do website audit and provide suggestion to improve the website performances.
- Track different SEO metrics like traffic, ranking, page speed, CTR, impressions, search volume using multiple tools such as Google Analytics, Search console, Keyword planner, Ahrefs etc ▪ Competitor analysis.
- Backlink submissions on relevant websites including guest blogging.

NeoITO Trivandrum(*15th December 2020- April 2022*)

Designation: Sr.Seo Analyst

Handling SEO ,SMM

- Handle the on-page and off-page activities for the assigned Websites. ▪ Suggest and launch new pages on the website to increase the traffic as well as leads. ▪ Do website audit and provide suggestion to improve the website performances.
- Track different SEO metrics like traffic, ranking, page speed, CTR, impressions, search volume using multiple tools such as Google Analytics, Search console, Keyword planner, Ahrefs etc ▪ Competitor analysis.
- Backlink submissions on relevant websites including guest blogging. ▪ Creating and handling new Social media strategies
- And keywords are ranked in top 5 of th Search engine like Ai Development Company US,

Web development Company , Web development Company US, Web development CompanyUSA, Mobile App Development Company USA, Mobile App Development Company US etc..!

- IMPACTUS CONSULTING ,KOCHI (January 2019 – December 2019) Industry – Digital Marketing Agency

Designation: Digital Marketing Executive

Handled around 20+ websites from multiple industries including ecommerce sites, educational sites, service based websites etc.

- Handle all the on-page activities of the client websites.
 - Handle all the Social Media Campaigns
 - Keywords research.
 - Performance tracking of client websites and proper reporting on monthly basis. •
- Back link analysis and give guidance to the back-linking team.
- Competitor analysis.
 - Analysis of different metrics using multiple tools & make sure error free on page SEO for all client websites (tools used - Ahref, SEMrush, Prorank Tracker, Web CEO, Screaming Frog, Copy Scape, Google Analytics and Search Console).
 - Conversion Optimization.
 - Provide website modification suggestions for the client websites for better SEO & Conversions.
 - Work on basic modification tasks for the client websites.
 - Manage paid campaigns for multiple Accounts.
 - Handle Social media profiles & Google my business page of multiple clients. • Handle Clients like Esaf Bank,Sapins

- MINDMANTRAADS(May 2018 - JANUARY 2019)

Industry – Web development /Advertisement Agency

Designation: SEO Analyst

Handled the SEO, paid marketing and social media marketing for in-house website & Client website

- Increase the presence of company website on the web.

- Handle SEO, SEM and SMM for **MINDMANTRADS**
 - Improve online reputation of the company.
 - Analyze & report website performance using tools like google analytics, ahref. •
- Keyword analysis for own website as well as client websites.
- Competitor analysis using tools like Ahref.

- DEEVOL OPC, PALAKKAD *(May 2017 - April 2018)*

Industry – Web development

Designation: SEO Analyst

Handled the SEO, paid marketing and social media marketing for in-house website

- Increase the presence of company website on the web.
 - Handle SEO, SEM and SMM for **DEEVOL**
 - Improve online reputation of the company.
 - Analyze & report website performance using tools like google analytics, ahref. •
- Keyword analysis for own website as well as client websites.
- Competitor analysis using tools like Ahref.

-MIDASINFOSOLUTIONS, CALICUT *(April 2014 – March 2017)*

Industry – Web development

Designation: SEO Analyst

Handled the SEO, paid marketing and social media marketing for in-house website

- Increase the presence of company website on the web.
 - Handle SEO, SEM and SMM for **MIDASINFOSOLUTIONS**
 - Improve online reputation of the company.
 - Analyze & report website performance using tools like google analytics, ahref. •
- Keyword analysis for own website as well as client websites.

- Competitor analysis using tools like Ahref.

Technical skills

Digital Marketing: SEO, SEM/Paid Marketing, SMM, Email Marketing, SMS Marketing, PPC

Web: CMS, FTP/SFTP Clients, WordPress, web development, Basics of Wix, Joomla, Drupal, Big commerce, Woo commerce, Magento, Opencart, Shopify , Web Analytics

Applications/Tools: Google Analytics, Search Console, Adwords Keyword Planner, Google Tag Manager, MS Office, Ahref, Semrush, Buffer, Mailchimp, Screaming Frog, Web CEO, Prorank Tracker, Copyscape, Moz, Ubersuggest, Majestic SEO etc..

Programming Languages: HTML, CSS ,Bootstrap,

Education

Bachelor of Engineering -Computer Science And Engineering (2010-2014)

St.Michael College Of Engineering science and Technology,Sivagangai (Anna University Chennai, Approved By AICTE)

Percentage Obtained: 67%

HSE (12th): Govt.V.H.S.S.Ponkunnam (2009)

Percentage Obtained: 57%

SSLC (10th): St.Joseph'sHSS, Vilakkummadam (2007)

Percentage Obtained: 67%