

## Akhildas T.H

Mob:+91 8848875088 ● akhildas.tpl@gmail.com

**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 Keywrds 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**( 15<sup>th</sup> 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 ,KOCHE** (*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 an d 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%