

RESUME

ARJUN . M . D

BACHELOR OF TECHNOLOGY (ELECTRONICS AND COMMUNICATION ENGINEERING)

PERSONAL PROFILE:



Email:

arjunmd74@yahoo.com
arjunmd21@gmail.com
Mob: 9539589847
Home: +91-4962614217

Present Address:

CHEMBAKAM(HO)
KALPATHUR(P.O.)
MEPPAYUR(VIA)
CALICUT(DIST.) 673524
KERALA

Personal Data:

Date of Birth : 18/08/1988
Marital Status : Single
Nationality : Indian
Sex : Male

Languages Known:

- ❖ English --- R – W – S*
- ❖ Hindi --- R – W – S
- ❖ Malayalam---R – W – S

(*R-Read, W-Write, S-Speak)

REFERENCE:

Provide if required.

CAREER OBJECTIVE:

- ❖ To pursue a successful, challenging & exciting career while being able to dispense my maximum potential to the benefit of the organization and, at the same time acquiring knowledge on the road to success.

SUMMARY:

TOTAL EXP :2 YEAR & 7MONTHS

- ❖ Worked as SEO Analyst at Infinite Open Source Solution LLP ,NIT Campus Calicut(December 2012 to January 2015)
- ❖ Now Working as SEO Team Leader at Mentor Performance Rating Pvt. Ltd M.M. Ali Road,Chalappuram (P.O.),Kerala, India, (February 2015 to Present)

ACADEMICS:

Course/Degree	School/College/University	Year of Passing	Class
B-Tech (ECE)	K.M.C.T COLLEGE OF ENGINEERING,CALICUT UNIVERSITY OF CALICUT	2012	60
PLUS TWO	GVHSS MEPPAYUR BOARD OF HIGHER SECONDARY EXAMINATION	2007	65
SSLC	PHSS PERAMBARA PUBLIC EXAMINATION BOARD	2005	79

PROFESSIONAL EXPERIENCE:

Infinite Open Source Solution

SEO Analyst

SEO Strategy

- ❖ Structured SEO analysis including keyword analysis, link profile analysis, site structure and any problems caused by the developers
- ❖ Designed and implemented suitable SEO strategies for a SEO clients.
- ❖ Planned and managed major URL changes/site restructuring involving 301 redirections, htaccess and any required coding changes.
- ❖ Helped build a team of 4,5 people into a profitable cost centre
- ❖ Devised strategies for a client who had penalties to recover their rankings
- ❖ Devised international strategies for ecommerce site that wanted to target different countries around the world
- ❖ Analysing competitors
- ❖ Tactical SEO for time critical events (for example the launch of the iphone or the Google Phone).
- ❖ Long term planning for seasonal peaks in search and for anticipated product launches, (the new Audi A7 and A1 being two examples).
- ❖ Researching site taxonomy and any consequential changes to site and code

SEO Technical

- ❖ On page SEO (Title and description tags, headings, page size/speed, content, importance of external linking, Image Alt tags, Link Title tags,, page freshness, duplicate content.
- ❖ Url structure and canonical tags/issues url rewriting technologies .
- ❖ Off page factors (Link quality, link relevance, link quantity, anchor text, link relevance, link location)
- ❖ Domain, Gelocation and multi country site strategies
- ❖ Web server configuration and setup.
- ❖ Produced detailed reports on problems and fixes required for third party developers to implement.
- ❖ SEO for Flash based sites
- ❖ PR Sculpting and internal link structure.

SEO Management/General

- ❖ Mentored team members to improve their knowledge of SEO
- ❖ Managed expectations of clients and agreed long and short-term strategies with them
- ❖ Utilized continuous improvement to refine our SEO offering and to make the team more cost effective primarily by better planning and automating tasks where possible

Web/Internet Skills

- ❖ HTML (hand coding), XML/RSS, JavaScript, PHP, CSS
- ❖ Drupal, CMS, WordPress Site management.
- ❖ Built bespoke content management systems in PHP SERVER, and Perl /Oracle.
- ❖ Supervised developers building sites.
- ❖ SMS integration
- ❖ Good knowledge of the Internet protocols.
- ❖ Coached IOSS developers in best way to build sites for SEO.
- ❖ Analysis of problems and developing solutions SMS integration and experimenting with Asynchronous queues for high traffic/availability sites.

Social Media & Link Development

- ❖ Facebook pages, groups and other similar sites.
- ❖ Twitter and SMS integration (we pitched integrating SMS and Twitter to our Audi Client).
- ❖ Management and coaching of content writers and rewriting client provided press releases.
- ❖ Use of niche specific forums/social bookmarking sites.
- ❖ Analyses of target sector to find high quality link candidates
- ❖ Use of Video/Rich Media Content (YouTube etc).
- ❖ Local link building strategies using Google Local and niche local sites
- ❖ Use of Wiki's to provide links.
- ❖ Use of news sites like Digg ,Reddit,Stumbler and so on for promoting a particular event/blog post.

Reporting & Analysis

- ❖ Google Analytics and analyzing raw HTML Logs.
- ❖ Analyzing data to produce accurate projections into the future.
- ❖ Developed in house tool to analyze raw logs for BT Worldwide Intranet

Research & Learning

- ❖ Regularly read the main SEO Blogs , Matt Cutts, Daven, StuntDbl, Sphinn, Search engine land and listen to SEO related Podcasts TWIG for example.
- ❖ Work on in house projects and test beds to try out new techniques and proof of concept sites.
- ❖ Lead informal seminars on SEO topics for team.
- ❖ Trained junior members to undertake more advanced tasks (e.g. simple URL rewrites
- ❖ Built my own blog to develop blogging skills.

Remit:

- ❖ Learn organic SEO to replace outgoing SEO
- ❖ Help Build the SEO part OF IOSS , Global Innovation Techs to be a bigger revenue producing part of the company

Key Achievements:

- ❖ Developed and refined a project planning system to make sure all work and reports are delivered on time.
- ❖ Trained and mentored staff in SEO.

Blogs and Articles

- ❖ <http://arjunmd.blog.com/>
- ❖ <http://arjunmd.wordpress.com/>
- ❖ <http://arjunmd.webgarden.com/>
- ❖ <https://www.vizify.com/arjun-m-d>
- ❖ <http://arjunmd21.blogspot.in/>

ACADEMIC PROJECT:

MAIN PROJECT TITLE : SMART VECHILE.

Gained expertise in : C PROGAMMING,MPLAB.

COURSE SEMINAR : DIGITAL CIRCUIT DESIGN USING BALLISTIC NANO ELECTRONICS

MINI PROJECT TITLE : COTNACTLESS AC MAIN VOLTAGE DECTECTOR.

Gained expertise in : CMOS IC, decoders, encoders, counters and LCD displays.

ELECTIVES

VII SEMESTER : SATLLITE COMMUNICATION

VIII SEMESTER 1): BIOMEDICAL INSTUMENTATION ENGINEERING
2): TELEVISION ENGINEERING AND RADAR SYSTEM

DECLARATION:

I HERE BY DECLARE THAT THE ABOVE MENTIONED INFORMATION'S IS TRUE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

Arjun . M . D