

# PRADEEPA H

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## Career Objective

To seek a position in Information Technology to improve effectiveness of the organization and to add to the most astounding potential to accomplish the goal of association that will advance my specialized and expert aptitudes by getting a dependable and testing position where my training and work experience will have important application.

## SEO SKILLS

- Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities
- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages
- Provide recommendations and execute strategies for content development in coordination with SEO goals –general and keyword specifics.
- Administer search engine programs (XML sitemaps, shopping feeds, webmaster tools) for purposes of diagnostic reporting on client projects.
- Help to create and support marketing content to socialize and use for social media purposes (e.g. customer videos briefs, customer case studies, blog posts, posts from analysts and customers).
- Implement link building campaigns in coordination with client SEO goals.
- Assist in development and execution of communication/content strategies via social communities in coordination with SEO goals.
- Keep pace with SEO, search engine, social media and internet marketing industry trends and developments
- Research and administer social media tools in support of clients social media strategy.
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals.
- Monitor and evaluate search results and search performance across the major search engines.
- Communication to team and management on project development, timelines, and results
- Work closely with the other team members to meet client goals.
- Innovation & Persistence; if I don't have the solution, I will find it or learn it.

## Educational Qualification

- **MCA** from BIET Davanagere, Vishveshwaraya Technological University Karnataka, with 75.23%.
- **BSC(comp science)** from DRM Science College Davanagere, Kuvempu University Karnataka with 74.84%
- 12th from State Board of Pre University Education with 49%.
- 10th from State Board of Secondary Education with 62.56%.

## Technical Knowledge

Marketing : Search Engine Optimization SEO - Google, Yahoo, MSN,  
SMO, Offpage, Onpage, Link building.

Technologies : HTML, CSS, Word press, JavaScript and PHP

RDBMS : Oracle & MySQL

Office Productivity : Microsoft Application (MS word, Excel, PowerPoint, Photo  
Photoshop, Dreamweaver)

## Professional Experience

### Presently, working for Insigne inc Technologies as SEO Analyst

Insigne Incorporation, founded in 2009, as a technology-outsourcing- consulting company based in Bangalore, India focused on transforming industries with constant innovation as well collaboration by deploying indigenously developed applications and services across the globe.

#### **Accountabilities:**

- ⇒ Responsible for handling on page and off page optimization of the client websites.
- ⇒ Responsible for SMO activities of the client's websites.
- ⇒ Monitor and evaluate search results and search performance across the major engines.

### Worked for Webdyno as SEO ANALYST

WEBDYNO founded in 2013 as a Web Designing, SEO Services in Melbourne with excellence beyond your expectations.

#### **Accountabilities:**

- ⇒ Responsible for handling on page and off page optimization of the client websites.
- ⇒ Responsible for SMO activities of the client's websites.
- ⇒ Monitor and evaluate search results and search performance across the major engines.

### Project Details:

I have developed and optimized the following websites, and I have got better search engine ranking for many keywords, in major search engines Google, Yahoo, & Bing.

#### **Project # 1**

Title	<b>cleoscattery.com.au</b>
Client	Australia
Role	SEO Analyst
Organization	WEBDYNO SEO firm
Keywords	Cattery Sydney, affordable cattery Sydney, boarding cattery Sydney, Sydney cattery boarding , boarding cattery

#### **Project # 2**

Title	<b>A1supercleaning.net.au</b>
Client	Australia
Role	SEO Analyst
Organization	WEBDYNO SEO firm
Keywords	End of the lease cleaners Brisbane, bond cleaners Brisbane, domestic pest control Brisbane, pest spray, Brisbane carpet steam cleaners

#### **Project # 4**

Title	<b>insigneinc.com</b>
Client	KARNATAKA
Role	SEO Analyst
Organization	Insigne Technologies
Keywords	Application outsourcing Bangalore, consulting and outsourcing companies Bangalore, consulting firms in Bangalore, outsourcing to Bangalore, technology consulting firms in Bangalore

#### **Project # 3**

Title	<b>Rashmiuniformgarments.com</b>
Client	KARNATAKA
Role	SEO Analyst
Organization	SEO firm
Keywords	School uniform davanagere, college and school uniform suppliers davanagere, hotel uniform, hospital uniform davanagere

### Personal Details

Date of Birth : 13/05/1989  
Gender : Male  
Marital Status : Single  
Language Proficiency : Kannada, English & Hindi  
Permanent Address : Davanagaere, Karnataka  
Present Address : Electronic city phase 2, sri laxmi vinayaka pg Bangalore-560100

### Declaration

I hereby declare that all the information given above by me is true and correct to the best of my knowledge and belief.

Place: - Bangalore

Date: -

[Pradeepa.H]