**PradoshPrantaMoharana  
Phone:+91-9040610061(M)  
Email Id : moharana.pradosh@gmail.com**

**PERSONAL summary**

A highly motivated and confident individual who has a successful track record of making client websites search engine friendly, and who also possesses solid exposure to SEO, SMO and other related disciplines. Background experience in emerging trends, best practices and evolving strategies to continually improve a sites performance in search results. Have highly technical knowledge of the industry along with a very good strategic approach to problems. Currently looking for a suitable consultancy position with a reputable and exciting employer.

**Academic summary**

* **B.E.(Computer science and Engineering),** SSIT,TUMKUR ,Bangalore,VTU,2011
* **10+2 Science,** P.N. COLLEGE,ORISSA, CHSE
* **10th,**S.E. RLY. M.H.S.SCHOOL,ORISSA.,BSE

**Employment summary**

* Worked with VapsTechnosoft Pvt. Ltd., Bangalore as Testing and Implementation Engineer. (Sep 2011- Dec 2011)
* Worked with C B Online Pvt. Ltd, Bhubaneswar as SEO Specialist.(Jan 2012- June 2013)
* Worked with E D Technologies Pvt. Ltd., Pune as SEO Expert. (Jul 2013-April 2014)
* Currently working with Syon India Advanced Solutions Pvt. Ltd, Bhubaneswar as Digital Marketing Expert and Team Lead. (From May 2014 - Working)

**tRAINING summary**

* Undergone training in **Manual Testing & Automation Testing** at **QSpiders, Bangalore**.
* **SEO** certified from **Govt. of Odisha (**Reg. No.: **IEDO/AW/13/CSEO/024/474).**

**TECHNICAL SKILLS**

Web Technology : Word Press, Basic PHP, HTML

Testing Technology : Manual, Automation

Database : MS SQL Server

Operating Systems : Windows Family

Scripting Language : VB Script

Language : C

Internet : SEO,SEM,SMM, Wikipedia Article Posting

**SEO Responsibilities**

* **Converting leads** from freelancing websites **to Clients**, by co-ordinating with them and convincing them with organisation services.
* **Collecting client requirements** and implementing them within the time.
* Getting clients sites higher on the search engine results.
* Actively researching, testing and proposing new approaches and **Website Structure** to improve search engine **(Google, Yahoo, Bing) rankings**.
* **Keyword Research.**
* **Content Management.**
* Implementing **online search strategies**.
* Analysing search results via **Web Analytics, Webmaster** and other specialist software.
* Optimising websites and landing pages.
* **External link building** with relevant high quality third party websites and directories.
* **Internal link building** within sites.
* Advising and **training up clients** on the basics of search engine optimisation so they can look after their own websites.
* Co-ordinating and **Building relationships** with every SEO professionals to run a project effectively. Keeping up relationships with Development, SEO and Content Writing team.
* **Resolving technical issues** related to a client’s website.
* Constant evaluation of keywords.
* Searching for and finding suitable domain names for clients.
* **Monitoring and tracking** the performance of SEO campaigns, including site traffic, banner advert performance and back links.
* Providing remote support, advice and tips to clients.
* Involved in the annual **SEO planning** process.
* **On Page and Off Page Optimisation.**
* Organising research and surveys.
* Carrying out **competitor research**.
* Producing regular audits and writing up detailed monthly performance and progress reports for clients.
* **Writing articles** for customers and posting them on relevant blogs, forums and websites.
* **Mentoring junior staff.**

**PROFESSIONAL EXPERIENCE**

**SEO competencies**

* Staying **up to date** with the latest developments in the SEO field.
* Thorough understanding of **E-commerce**.
* Knowledge of video search, blogging, twittering, web usability, site design, **conversion rates and ranking methods** etc.
* Commercially aware with good business acumen.
* Email marketing, e-newsletters and campaigns.
* **Social media campaigns**.
* Understanding of mobile technologies.
* Usability consultation.
* **Content writing**.
* Possessing basic **HTML, PHP, Word Press, Magento, Bootstrap, Weebly, Blogger, Wix** skills.
* Knowledge of MS Word, Excel, Power Point.

**PERSONAL SKILLS**

**On Page Optimization**

* Meta Elements Update
* XML & HTML Sitemaps Creations
* Robots.txt File Creation
* Google Webmaster Tool Setup
* Google Analytic Setup
* Canonical Issue Fixing
* Content Writing
* Article Writing
* Blog Writing
* Press Release Writing
* Short Description Writing

**Off Page Optimization**

* Search Engine Submission
* Article Submission & Promotion
* Press Release Submission
* Blog Creation & Posting
* Blog Promotion
* Blog Commenting
* Social Bookmarking
* Directory Submission
* Classified Submission
* Forum Posting
* Forum Commenting
* Google Map Creation
* Social Media Optimization
* Face book Profile Promotion
* Twitter Profile Promotion
* Google+ Profile Promotion
* LinkedIn Profile Promotion
* Classified Advertisement
* Document Submission
* Info graphic Sharing

**Project Details**

1. Surekha Builders (India)
2. Syon India (India)
3. Phil’s Auto (USA)
4. Sundance Marketing (USA)
5. All About Rental (Australia)
6. Direct Concrete Remedial (UK)
7. Rcomm (USA)
8. Gps Connect (Tanzania)
9. High Tech Inspection (USA)
10. Easy Hajj (UK)
11. Prestige Of Avenel (USA)
12. Herpes Dating (USA)
13. Devliner (USA)
14. Stress Solution Spa (NZ)
15. Inodisha (India)
16. Lex Protector (India)
17. Ibc Hotels (USA)
18. Froothie Blender Australia
19. Prestige Auto Group (USA)
20. Your Dream Stores (Netherlands)
21. Pumpkin Photo Graphy (UK)
22. Online Natural Health (Canada)
23. Royal Canadian (Germany)
24. Gift Box Guru (India)
25. Nanis Buildcon (India)
26. Tadoba Tiger King Resort (India)
27. Flora Inn Hotel (India)
28. Atera (Israel)
29. Munichsteins (Germany)
30. Santa on Picture (USA)
31. Thames Lines (UK)
32. Elance Photography (UK)
33. Seven Colours (UK)

PERSONAL DETAILS

Father’s Name : Gandharbasen Moharana

Date of Birth : 18-05-1988

Nationality : Indian

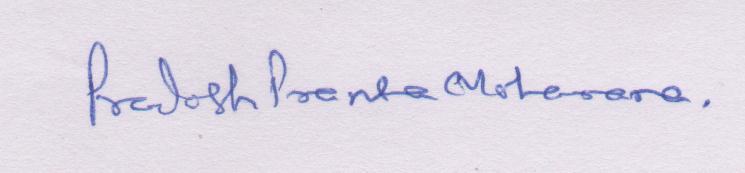
Language Known : English, Hindi, Oriya

Address : Dhenkanal, Odisha.

**DECLARATION**

I hereby declare that the above mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

**Place: Bhubaneswar**

**Date:20/01/2016**

(**Pradosh Pranta Moharana)**