# Vishnu Prakash

**Contact: +91-8431013958 Email ID: vishnu.vits07@gmail.com**

**CAREER OBJECTIVE-**

I would like to further develop my skills with a company that can offer opportunities for growth and career advancement. My professional experience in SEO includes site analysis, on-page optimization, strategy development, and Digital Marketing for businesses and professionals.

**WORK EXPERIENCE**

* **Company : REMO** Software Private LTD Bangalore.
* **Designation:** SEO (Search Engine Optimizer) - Analyst
* **Period :** 18th June 2013 to 8th August 2014
* **Present :** Working with Sysmatic info Tech Pvt. as Web Project Coordinator since August 11, 2014.

**ROLES & RESPOSIBILITIES**

* Designed websites and optimized them for major search engines like Google, MSN, Yahoo, etc.
* Actively researched, tested and proposed new approaches to improve search engine rankings
* Wrote articles for websites and blogs.
* Well optimization of web pages using **Meta Tags**, ALT Tags and Heading Tags
* Good knowledge about Anchor Texts, Header & Footer links, Image links and broken links.
* Used to make proper new website from given set of keywords.
* Proofread and edited website content.
* Deep research of both commercial & non-commercial keywords using Google Keyword tool.
* Oversaw the optimization of websites and saw to it that they ranked very highly on the search engines.
* Design templates, newsletters and campaign posters and mailers.
* Working knowledge of HTML and CSS.

**SEO SKILLS**

* **SEO Tools** –Xenu, Dreamweaver, Word Press, Piwik, Mailchimp, Lucid Press, Google adwords, and Google Analytics.
* **Digital Marketing –** Email Marketing, Newsletter Design, Knowledge of CorelDraw and Photoshop
* **On-page Knowledge** – Detailed Knowledge of Alt tags, Title tag, Anchor text, Meta Description, Meta Keywords, Keyword Research, Content Optimization, proofing etc.
* **Off-page Knowledge** – Blog Submission, Link Building, Profile Link, Article submission, Comment posting, Forum posting, etc.
* **Social Networking** – FaceBook, Twitter, Linkedin, etc.

**Other Experiences:**

* Completed 8 months Java and J2EE course from Uttara Info solutions from April 2012 to November 2012.
* Have 6 months experience as intern trainee in Java, Spring and Hibernate project development November 2012 to May 2013.
* Good exposure about OOPS programming.
* Have experience in HTML and CSS websites coding testing and correcting them according to SEO standards.
* Experience of managing intranet websites and updating it on the regular basis with new content.
* Focused & goal driven with strong work ethics.
* Ability of Self learning and Development of New Technology Skills.
* High Capability to give good output at work under pressure.
* Effective analytical and problem-solving skills. Comfort in interacting with people across hierarchical levels in an organization.

**EDUCATIONAL CREDENTIALS**

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| --- | --- | --- | --- |
| **COURSE** | **INSTITUTE** | **UNIVERSITY/BOARD** | **PERCENTAGE (AGGREGATE)** |
| **B.E (Information Technology)** | VITS Satna | RGTU, Bhopal | 74.4 |
| 12th | Govt. City Inter college, Ghazipur. | UP Board | 60.00 |
| 10th | Inter College | UP Board | 64.4 |

**PERSONAL DETAILS**

Name : Vishnu Prakash Singh Yadav

Date of Birth : 10 July 1991

Father’s name : Mr. Ram Bachan Singh Yadav

**DECLARATION**

I, Vishnu Prakash declare that all the information provided by me in this resume is true and honest to be best of my knowledge.

**Date: 24-04-2016**

**Place**: Bangalore **(Vishnu Prakash**)