**CURRICULAM VITAE**

**Name: RUPOM ROY**

**EMAIL**: rups.rupom@gmail.com Phone No: +91-9916094027

**Address:**

No-6, 1st main,1st cross, 1st floor

Maheshwara Layout, Near shri Krishna bakery

Munnekolala, Bangalore-560037

**Career Objective:**

To work in a challenging environment and to provide my best to the company I work with, where I could get substantial professional growth while being resourceful and flexible.

**Strengths:**

* Proven strength in problem solving, co-ordination and analysis.
* Strong communication, interpersonal, learning and organization skills matched with the ability to manage stress, time and people effectively.
* Sincere, hard working and a willing learner, confident and optimistic

**Summary:**

* Graduation in B.E.(Information Science) from Acharya Institutes of Technology in 2009 with 59.31%
* Total 4+ Years of experience in SEO( Search Engine Optimization)

**Add on Certificate Courses:**

Certified Course by AIT(MCA Inst.) on Visual Basic 6.0 & Oracle 9i.

**Job Profile:**

The Akshaya Patra Foundation (September2012 to till date)

Projects:

* www.akshayapatra.org
* www.middaymeal.in
* www.akshayapatra.in

**Roles and Responsibilities:**

* Keyword Research
* Competitor Analysis
* Meta Tags Optimization
* URL Rewriting
* Robots.txt creation
* On Page and Off Page Optimization
* Search Engine Submission
* Official Blog Set up and optimizing the official blog
* Google Local Listing
* Landing Page Optimization
* Press Release Submission
* Article Submission
* Classified and Yellow Pages Promotion
* Document Promotion
* Blog Directory Submission
* Social Bookmarking profile creation and Promotion
* Directory Submission
* Forums Participation
* Monthly tracking of search engine keyword ranking
* Photo Sharing
* Video Marketing
* Removing unnatutral links from the websites on regular basis.
* Regularly monitoring the websites
* Having basic knowledge on creating campaign, writing attractive ads copy on adwords.

**Tools:**

* Google webmaster tools
* Google Keyword Planner
* Google Analytics Tool
* Seomoz Tools
* Bing Analytics Tools
* Majesticseo tools

**CTK Soft** (December 14th 2009 to September 2012)

**Roles and Responsibilities:**

* Competitor Analysis
* Keyword Analysis
* Directory Submission
* Article Submission
* Social Book marking
* Press Release Submission
* Forums Participation
* Relevant Directories Submission
* Classified Ads Posting
* Yahoo Answers
* Monthly Ranking Reports
* Weekly collecting establishment links and preparing Time sheet

**Projects:**

* www.ctksoft.com
* www.chaithanya.com
* www.kingssanctuary.com/
* www.thejungleresorts.com
* http://www.edificebuilders.com/

**Ecommerce Websites:**

www.thegolfstore.in

**Roles and Responsibilities:**

* Competitor Analysis
* Keyword Analysis
* Directory Submission
* Article Submission
* Social Book marking
* Press Release Submission
* Forums Participation
* Relevant Directories Submission
* Classified Ads Posting
* Uploading the products in the websites on regular basis
* Creating meta tags for every products and uploading on the websites.
* Creating Monthly ranking report

**Extracurricular Activities:**

Swimming, Guitar.

**Interests and Activities:**

Reading new article & story. Always trying to be updated with the new technology, networking.

**Computer Knowledge:**

**Operating System**: Windows 2000/xp, unix, windows vista, windows 7

**Languages:** Html

**Database:** Mysql

**Hobbies:**

Listening music, Playing cricket, Badminton, Carom etc.

**Personal Details:**

Father’s Name **: -** Late Sajal Roy

Date of Birth : - 19TH May, 1986

Gender : - Male

Nationality : - Indian

Language Known : -English, Hindi, Bengali, Assamese

**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: Bangalore **Signature**

Rupom Roy