

Shyam Sundar N

SEO Analyst

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Job Objective

- ✧ I would like to be a part of an organization where I could use and enhance my knowledge and talent for the development of both the organization and myself.
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Professional Summary

- ✧ 4 years and 6 months of experience as SEO Analyst who can develop and implement innovative SEO strategies to boost traffic and performance
 - ✧ Specialize at coordinating content and SEO research to maximize customer accessibility
 - ✧ Managing Domain's expiry and renewal
 - ✧ Experienced in Keyword research
 - ✧ Client Interactions and preparation of proposals
 - ✧ Developed, implemented and managed all email marketing strategies for Estate Agents.
 - ✧ Monitor industry trend and new product offerings to stay ahead of our competition
 - ✧ Work cross-functionally with development, design, product, marketing and project management groups to plan and implement SEO updates
 - ✧ Develop strategy and execute plan for growth of organic traffic following industry best practices
 - ✧ Reviewing client's traffic and generating reports
 - ✧ Implementing On-Page and Off-Page Strategies to optimize search engine ranking
 - ✧ Implementing various XML schema markup code in the website to improve ranking and traffic
 - ✧ Obtaining backlinks to website by implementing various strategies like content syndication, guest post outreach, base link building and citations
 - ✧ Setup Google Search Console, Google Tag Manager and Google Analytics for new website from scratch
 - ✧ Audit's client website regularly to improve site performance
 - ✧ Manage Social Media Profiles
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Highlights

- ✧ On Page SEO
 - ✧ Off Page SEO
 - ✧ Local SEO
 - ✧ Knowledgeable in HTML, CSS
 - ✧ Highly competent with spreadsheets and presenting data correctly in an easy to digest format (Excel, OpenOffice, Google docs)
 - ✧ Link Building (Content Syndication, Guest Post Outreach, Base Link Building & Citations)
 - ✧ Creating Monthly Performance Reporting
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Tools Used

- ✧ Google Analytics
 - ✧ Google Search Console
 - ✧ Google Tag Manager
 - ✧ Google Keyword Planner
 - ✧ Whatagraph
 - ✧ Spyfu
 - ✧ Semrush
 - ✧ Ahrefs
 - ✧ Campaign Monitor
 - ✧ Mail Chimp
 - ✧ Thryv
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Work Experience

SEO Analyst - June 2020 to Present – Starberry

- ✧ Implementing On Page & Off Page SEO techniques to generate leads and improve ranking in search engine
- ✧ Implementing Local SEO techniques to rank in top 3 position (Map Pack) in Local Search.
- ✧ Work with Website development team to drive SEO Activities.
- ✧ Develop strategy and execute plan for growth of organic traffic following industry best practices.
- ✧ Client Interactions and preparation of proposals.
- ✧ Implemented email automation, established audience segmentation strategies.
- ✧ Reviewing client's traffic and generating reports using Google Analytics.
- ✧ Actively researching, testing and proposing new approaches to improving search engine rankings.
- ✧ External link building with relevant high-quality third-party websites and directories.
- ✧ Constant evaluation of keywords.
- ✧ Involved in the annual SEO planning process.
- ✧ Carrying out Competitor Analysis using tools like Ahrefs & SEMrush for acquiring backlinks.

SEO Analyst - April 2019 to May 2020 – Shamlatech Solutions Pvt Ltd

- ✧ Creating Website and implementing On Page & Off Page SEO techniques to generate lead, traffic and sales.
- ✧ Creating and managing social media like Facebook, Twitter, Instagram, and Pinterest to promote business in social media.
- ✧ Doing SEO Audit and generating Report and proposal for clients.
- ✧ Creating a Website Layout Mock-up for creating new landing page by coordinating with the help of content writers and front-end developers.
- ✧ Audit client's website regularly to improve site performance.
- ✧ Organization of Navigation Structure, Sitemap Generation in XML Format, Image & Video Sitemap, Search engine and Niche directory submissions, Article submissions, Press Releases and Blogs.
- ✧ Webmaster Tool Setup, Handled Webmaster Tool, Web site Load time and HTML Validation, Browser compatibility and Resolution checking.
- ✧ Recommend Changes to Website Architecture, Content, Linking and Other Factors to Improve SEO Positions for Target Keywords.
- ✧ Analyse and identifying perfect Keywords for websites.
- ✧ Proficient in learning and handling Latest Technologies shortly.

SEO Executive - June 2017 to April 2019 – Personiv

- ✧ Optimizing Website as per SEO Standards
- ✧ Creating and managing Local Business Listings
- ✧ Generating Weekly and Monthly website audit reports
- ✧ Promoting a company's product and services in the digital space.
- ✧ Execute social media efforts to improve likes, shares, tweets, etc.
- ✧ Creating and executing SMS, and email-based marketing campaigns.

Internship Experience

Web App Developer – Feb 2016 to April 2016 – X360 Technologies

- ✧ Completed 3 months internship on Web app development at X360 technologies - Mysore
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Certifications

- ✧ Certification in SEO: Link Building, LinkedIn Learning
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Education Qualifications

- ✧ Completed B. E Computer science - 2013 to 2016 with an aggregate of 6.55 CGPA in Dr. Mahalingam College of Engineering & Technology.
 - ✧ Completed Diploma in Computer Science - 2010 to 2013 with score of 80.29% in Rudhraveni Muthusamy Polytechnic College.
 - ✧ Completed SSLC - 2009 to 2010 with score of 54.5% in Rajalakshmi Genguswamy Matriculation Higher Secondary School.
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Personal details

Name	Shyam Sundar N
Father's Name	Nagarajan S
Mother's Name	Suganthi N
Languages Known	Telugu, Tamil, English
Passport Available	Yes
Hobbies & Interest	Playing Shuttle & PC Games. Watching Movies & Series

PLACE: Udumalpet

[Shyam Sundar N]

DATE :