Career Objective:

To work my way up the corporate IT ladder using marketing and branding skills to achieve goals of the organization and my professional career.

Career Points:

* Mastery in all Digital marketing Strategies including SEO and SMM
* Expertise in Implementing sales filter and call to action
* Have proven track records in Web Lead Generation
* Ranked N number of high conversion and ROI keywords on Search Engines
* Skilled website and mobile UI and UX expert
* Worked for US, UK and Australian clients gaining experience on different Geo Audience
* Up to date in SEO/Content strategies and trends.
* Excellent verbal and written communication (English) skills
* Expertise with Team Building/Management, Marketing Planning, Marketing Budget and more
* Experienced in Client Management, Reporting, Analytics and Marketing Tools (Automation)
* Vast experience in training freshers
* Skilled at resource Management and Vendor Management
* Fresh and Creative with unique writing and marketing strategies and style
* Expert at creating engaging topics for blogs

**Digital Marketing Skills:**

* Marketing Planning
* Marketing Budget
* Sales Filter Implementation
* Website Lead Generation
* Competitor analysis
* Ui & Ux
* Marketing Automation/tools
* Content Development
* SEO (Search Engine Optimization)
* SMM (Social Media Marketing)
* Mobile Marketing
* PPC
* Display Ads
* Team Building
* And more

**PROFESSIONAL EXPERIENCE**

**Executive Digital Marketing – ALTEN Calsoft Labs Pvt Ltd** (FEB 2016 to Present)

As the sole Digital Marketing Specialist specializing more on SEO, SMM along with occasional content development my responsibilities included:

* Strategizing Digital Marketing Plans for each Quarter
* Webmaster Tasks for Corporate Websites
* Managing Social Media Networks
* Optimizing Contents on Website
* Search Engine Optimization for Corporate Websites
* Brainstorming and figuring out perfect topics and trends to develop contents
* Developing and Executing Various Link Building Strategies
* Improving SERP Positions of Corporate sales pages and blogs
* Developing contacts with bloggers & other sites as an SEO Analyst to boost link building
* Creating and managing external Contents
* Creating and executing a perfect PR strategy
* Providing Contents for Internal Circulations and events
* Managing vendors to get several outsourced Marketing processes done on time
* Managing and providing Training to interns on Digital Marketing
* Managing Search Analytics & Marketing Automation Tools
* Planning and executing Corporate Social Media Marketing Strategies

**Senior SEO Analyst - Integra Global Solutions** Pvt Ltd (Sep 2014 to Sep 2015)

As Senior SEO Analyst and Digital Marketer, I managed Corporate SEO, Branding and Content writing. I directly reported to CEOs on marketing stuffs and worked in close support with several teams.

* Managing Corporate Websites (Over a Dozen)
* Team Manager – Training and managing a Team of SEO professionals
* Developing Corporate Digital Marketing Strategies with inputs from CEOs
* Developing PR Strategies and executing them with SEO and Marketing inputs
* Handling sales calls directly in support with Sales team
* Planning SEO Sales packages and determining appropriate prices per market standard
* Coordinating with Social Media Marketing team on improving Social reach
* Developing a workable Content Strategy and executing them effectively with content writers
* Providing keywords, Titles and ideas to Content Writers on blogging and Sales Contents
* Creating a Link Building Strategy and executing it effectively
* Increasing SERP Positions for sales friendly keywords and increasing traffic and leads
* Engaging in Corporate branding and reputation management strategies
* Ideating and executing surveys and events in close coordination with HRs and other teams

**Digital Marketing Lead – Catchy Writers** (Jan 2011 to Aug 2014)

* **SEO Process:** Optimizing company and client websites to constantly improve traffic on Search Engines
* **SMM:** Posting contents, managing analytics and ensuring proper presence on Social channels such as Facebook, Twitter, Google+ and YouTube.
* **Management:** I managed SEO, SMM and Content writing professionals and provided training to freshers and juniors alike.
* **Sales Calls:** I also handled sales calls and took active part in conversion.

**Digital Marketing Expertise:**

**Search Engine Optimization:** An Expert in up-to date SEO strategies, master in building flawless links and expertise in managing perfect onpage and offpage strategies for **N** number of pages.

* **Onpage Optimization:** Creating SEO friendly Meta titles, Tags, Descriptions, proper website structure, HTML optimization, Image/video optimization and more.
* **Offpage Optimization:** Developing and implementing creative link building strategies to boost websites to boost improve search engine results.
* **Content Optimization:** Working with content writers to develop unique SEO & Sales friendly contents for websites. Organizing and maintaining a scheduled blogging and article writing campaign.

**Social Media Marketing:** Mastery in audience & industry Analysis, catchy content developer, expertise in various regional mindsets around the world.

* **Managing Profile:** Creating social media profiles across various sites such as Facebook, Twitter, LinkedIn, YouTube and more.
* **Content Creation:** Developing optimized contents according to requirements
* **Expanding:** Creating and maintain a study flow of traffic and likes using a variety of strategies

**Content Writing:** Expertindeveloping unique and interesting contents with various aspects such as audience understanding, sales, SEO and more in mind.

* **Website Contents:** Writing unique SEO & sales friendly website/sales contents for any given industry and niche.
* **Blogging:** Writing amazing and interesting blogs with irresistible titles that makes it impossible to skip.
* **Article Writing:** Writing articles for both SEO requirements and other branding purposes.

**Brand Building:** Mastery in understanding the current happenings in any given industry and implementing both offline and online branding skills to improve brand image.

* **Online Branding:** Creating periodical press releases, participating in various online activities, writing reviews, testimonials and more.
* **Offline Branding:** Understanding specific industry and creating unique offpage activities such as Events, charity, and more.

**Trainer:** A skilled trainer in all effective Digital marketing strategies such as SEO, SMM, Content writing and more.

**Work Samples:**

**Website Contents & SEO:**

* [Integraoutsourcing.co.uk](http://www.integraoutsourcing.co.uk) (UK only Website so requires a proxy site to visit)
* [Integrawebservices.com](http://www.integrawebservices.com)
* [Handdy.com](http://www.Handdy.com)
* [Philyoungconsulting.com](http://www.philyoungconsulting.com)
* [Thechristmaspalace.com](http://www.thechristmaspalace.com)
* [Yoowebsite.com](http://www.yoowebsite.com)
* [Integra-social.com](http://www.Integra-social.com)
* [Altencalsoftlabs.com](http://www.altencalsoftlabs.com)
* [Healthcare.calsoftlabs.com](http://www.Healthcare.calsoftlabs.com)
* [SDN.calsoftlabs.com](http://www.SDN.calsoftlabs.com)

# Articles & Blogging:

* **Ezine Author:** <http://ezinearticles.com/?expert=Panzer_Kumar>
* **LinkedIn:** <https://www.linkedin.com/in/palani-kumar/recent-activity/posts/>

**Social Media Marketing: (Segment is Hyperlinked – Please click to visit the page)**

* [Facebook](https://www.facebook.com/Altencalsoftlabs/)
* [Twitter](https://twitter.com/Altencalsoftlab)
* [LinkedIn](https://www.linkedin.com/company-beta/2235617/)
* [YouTube](https://www.youtube.com/channel/UC77NLvQeNB2TR4cs2pAZ8mg)
* [SlideShare](https://www.slideshare.net/Alten-Calsoft-Labs)
* [Quora](https://www.quora.com/topic/ALTEN-Calsoft-Labs-1/top_questions)

Educational Qualification:

* B.Com – Commerce @ CV Raman University
* **SSLC** from Boys Higher Secondary School, Udumalpet

**Educational Qualification:**

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