M. Manikandan

33/18, Swamimalaimainroad,Keelakottaiyur,
Melacauvery(PO), Kumbakonam,
Thanjavur(Dt) – 612001.
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Click Linkedin Profile

CAREER OBJECTIVE

A talented SEO professional with a background in digital marketing and advertising. Avid team player with strong interpersonal skills and an inner passion for growth. Looking to enhance my knowledge in internet marketing while setting the company apart and bringing the brand one step further.

PROFESSIONAL EXPERIENCE

Company name	Role	Experience	
		From	To
Arudhra Innovations	SEO Analyst, Digital Marketing &Wordpress Web Developement	June 2020	Present Now Working
Nscript Web Studios	Internship in PHP Training	Aug 2019	Jan 2020
Arudhra Innovations	Academic Project Developer	June 2017	Jan 2018

EDUCATION

- ➢ **MCA(Computer Application) -** 76% - Annai College of Arts & Science, Kumbakonam - 2017.
- ➢ **BCA (Computer Application) -** 80% - Annai College of Arts & Science, Kumbakonam - 2015.

SKILLS

SEO	ON-PAGE ➔ Title, Meta Tags Optimization, Page Content Optimization, Keyword Research, Sitemaps submission, Robots.txt OFF-PAGE ➔ Article Submissions, Forums Posting, Blog Submissions, Backlinks Submission, Bookmarking Submission, Classifieds Posting Technical SEO ➔ Site Audit, Site Speed Optimization, Image Compression, Email Outreach, Competitor Backlinks and Keywords Analysis
Web Development	WordPressWeb Development (CMS),WordPress - UI Design, Elementor , Divi, Betheme (MuffinBuilder), E-commerce, WoodMart (WP Bakery),UI Design, HTML 5, CSS 3, Bootstrap, Photoshop (Basics) , Web Hosting (Basics)
Digital Marketing	Google, Facebook , Instagram Ads Running Campaign Marketing & Report Management , Online Marketing Tools (ZOHO, CRM, Freshworks)
AnalyticsTools	Ahref, Semrush , SE Ranking, Labrika, Serpple, Google Webmaster, Google Analytics, Google Tag Manager
Animation Tool	CreateStudio PRO Video Animation (2D & 3D)
Softwar Application	C, PHP, Android APK Configure..

WORK EXPERIENCE

Roles and Responsibilities of SEO Works

Basic SEO & Local SEO	Global SEO
Napoleanhospital.com	Codeshoppy.com
Banudental.com	Arudhrainnovations.com
Nkskin.com	VSSewingmachine.in
Sudansadesigner.in	VSSewingmachine.com
Aligninstitute.in	Ecsielts.com
Karthividhyalayaicse.com	Ecsielts.in
Karthividhyalayacbse.com	Speakinenglish.in
Annamalaitravels.com	SSScrapchennai.in
Powerintegrated.in	

1) Napoleanhospital.com, Powerintegrated.in, Nkskin.com

- Type ➜ Basic SEO
- Role ➜ Team Supporting
- Analytics Tools ➜ Google Webmaster
- Responsibilities ➜ ON-PAGE SEO, Off- PAGE SEO, Article Submissions, Blog Submissions, Backlinks Submission, Bookmark Submission, Classifieds Posting.

2) Karthividhyalayaicse.com , Karthividhyalayacbse.com

- Type ➜ Basic SEO & Local SEO
- Role ➜ Team Supporting
- Analytics Tools ➜SE Ranking, Labrika Audit Tool, Serpple Rank, Google Webmaster, Google Analytics
- Responsibilities ➜ ON-PAGE SEO, Off- PAGE SEO, Article Submissions, Blog Submissions, Backlinks Submission, Bookmark Submission, Classifieds Posting.
  Technical SEO ➜ Page Speed Optimization, Website Audit,Robots file, sitemapxml
- CRM ➜ ZOHO CRM Integrated
- Digital Markeing ➜ Facebook and Google ads Running

3) Banudental.com , Annamalaitravels.com

- Type ➜ Basic SEO & Local SEO
- Role ➜ Team Work
- Analytics Tools ➜ Ahref, Google Webmaster, Google Analytics
- Responsibilities ➜ ON-PAGE SEO, keyword Research, Off- PAGE SEO, Article Submissions, Blog Submissions, Backlinks Submission, Bookmark Submission, Classifieds Posting, Google My Business post submision
  Technical SEO ➜ Page Speed Optimization, Website Audit,Robots file, sitemapxml

5) Aligninstitute.in , Sudansadesigner.in

- Type ➜ Basic SEO & Local SEO
- Role ➜ Team Work
- Analytics Tools ➜ Ahref, Google Webmaster, Google Analytics
- Responsibilities ➜ ON-PAGE SEO, keyword Research, Trendy Keywords Research and Updated, Off- PAGE SEO, Article Submissions, Blog Submissions, Backlinks Submission, Bookmark Submission, Classifieds Posting, Google My Business post submision
  Technical SEO ➜ Page Speed Optimization, Website Audit,Robots file, sitemapxml.

6) Codeshoppy.com , VSSewingmachine.in ,VSSewingmachine.com

- Type ➔ Global SEO , Ecommerce Website
- Role ➔ Team Work
- Analytics Tools ➔ Ahref, Semrush, SERanking, Serpple, Google Webmaster, Google Analytics
- CRM ➔ Freshworks CRM Tools Integrated
- Responsibilities ➔ ON-PAGE SEO, keyword Research, Off- PAGE SEO, Article Submissions, Blog Submissions, Backlinks Submission, Bookmark Submission, Classifieds Posting, Google My Business post submision
  Technical SEO ➔ Page Speed Optimization, Website Audit,Robots file, sitemapxml

7) Arudhrainnovations.com ,Ecsielts.com, Ecsielts.in, Speakinenglish.in, SSScrapchennai.in

- Type ➔ Global SEO
- Role ➔ Team Work
- Analytics Tools ➔ Ahref, Semrush, SERanking, Serpple, Google Webmaster, Google Analytics
- Responsibilities ➔ ON-PAGE SEO, keyword Research, innovative ideas using Off- PAGE SEO, Article Submissions, Blog Submissions, Backlinks Submission, Bookmark Submission, Classifieds Posting, Google My Business post submision
  Technical SEO ➔ Page Speed Optimization, Website Audit,Robots file, sitemapxml

Wordpress Web Development
Roles and Responsibilities of Wordpress Projects

- **Role** ➔ Worpress Web Developer
- Responsibilities ➔ Wordpress CMS customization, Themes and Plugins Installation and Customization, UI-Design Development,Ecommerce Integration, Payment Gateway and SMS Gateway Integration for Ecommerce Projects.
- Page Builder ➔ Divi Theme, Betheme, Muffin Builder, Elementor Builder, Woodmart WB Pakery Page Builder only for Customization
- Skills ➔ HTML, CSS, Bootstrap, Responsive Design

Divi Theme (Divi Builder)	Betheme (Muffin Builder & Elementor Builder)	Ecommerce (Woodmart WB Pakery Builder)
Alagujothiacademy.in	Banudental.com	Coderma.in
Sudansadesigner.in	Kalishutters.com	Garmax.co.in
Nexgentechnology.com	Abroadstudiesconsultants.com	Ammkids.com
SKHospital.in	Frontierservices.com	Durgasewingmachine.com
Ajabhaproperty.com	Greatideas.ae	Traditionalriceshop.com
Alzakariya.com	Karthikeyacalltaxi.com	Ashwathpharma.com
Gpminterlockbricks.in	karthividhyalaya.com	Ajabha.com
Maxwellresearchlabs.com	Bitsandbytessoultions.com	
Ecruitments.com	Brainybharinacademy.com	
Thiurvaditharisanam.com	Dreamersglobe.com	
Arkanalimarah.com	YWCAmadurai.in	
Cihmct.in	Ssscrapchennai.in	

VIDEO ANIMATION (2D&3D)

KV School Admission-1 ➜ 17 Sec	New Year ➜ 14 sec	CBSE - Admision ➜ 13 sec
KV School Admission-2 ➜ 17 Sec	Pongal ➜ 14 Sec	ICSE – Broucher ➜ 60 sec
KV School Sports ➜ 49 Sec	ICSE Admission ➜ 13 sec	CBSE- Broucher ➜ 60 sec

COURSE CERTIFICATES

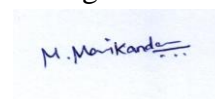|	
➢ Basics of SEO	➢ Guide of Content Marketing
➢ Complete Wordpress SEO	➢ Social Media Marketing (SMM)
➢ Web Analytics Basics	➢ Google Adwords
➢ Google Analytics	➢ Google Tag Manager

PERSONALINFORMATION

- ➢ Father's Name **:** R.Manoharan
- ➢ Date of Birth **:** 11/06/1995
- ➢ Nationality **:** Indian
- ➢ Marital Status **:** Single
- ➢ Language Known **:** Tamil, English
- ➢ Passport **:** Yes
- ➢ Driving License **:** Yes

DECLARATION

I Here by declare that the information given above is true to the best of my knowledge and belief

PLACE   : Kumbakonam   Signature

M.Manikanda

DATE :   [M.Manikandan]