



## SEO with 5 Years of Experience

### PROFESSIONAL PROFILE:

Digital Marketing Professional with 6 years of continuous advancement and expertise in Digital Marketing, (SEO, SMO, SEM, SMM), and Team Management Along with history of developing brand strategies to reposition brands for US, UK, Sweden, UAE & Indian Clients

### SKILLS :-

Ability to thrive in a fast paced environment, reconcile priorities, adapt quickly to change, while meeting deadlines

### EDUCATION :-

- MBA in Marketing(Distinction)from CMR COLLEGE OF ENGINEERING & TECHNOLOGY JNTUH
- Digital Marketing Certified from Digital Floats Institute.
- AdWords& Analytics certified from Google

### EXPERIENCE:-

#### SEO SPECIALIST

#### DEFTEAM SOLUTIONS PVT LTD

- Implemented Digital marketing strategy for new& oldwebsitesi.e. SEO, SEM and Social Media services.
- Created and monetized new digital ad positions and programs.
- Design and implement all SEO and SEM campaigns for clients.
- Managing, motivating and mentoring an in-house digital team, leveraging the team's strengths through engaging and effective team management
- Developed and executed major Facebook, Twitter, YouTube and web campaigns within budget and scope of online objectives.
- Implemented new website design and enrollment platform
- Performed analysis on 15 websites utilizing Google Analytics to improve traffic
- Developed, tracked and improved landing pages
- Gathered metrics on campaign and collateral material for search optimization
- Leads all digital marketing programming efforts, ensuring that all programming is on goal and high-performing
- Increasing Organic traffic and achieved Organic Ranking in Top 5 search results, i.e. on first page



- Providing customer analysis; segmenting customers, establishing the reporting infrastructure, tracking performance, and presenting the results to the team
- Refining current digital performance metrics and tracking and communicating ongoing performance, benchmarking our digital Investments and campaigns
- Overseeing initiatives such as Search engine optimization, search engine marketing, affiliate programs, Social media optimization, Social Media Marketing
- Manage all digital marketing, e-commerce projects from inception to on-going delivery including hand-on execution
- Handling US, UK, Sweden, UAE & Indian Clients for all Digital Marketing projects.

### **SEO SPECIALIST :-**

#### **BPK TECH SERVICES INDIA PVT LTD**

- Joined as SEO Executive and promoted as SEO Specialist
- Achieved top Organic results in US, UK, & India
- Analyzing campaign results and reporting performance back to stakeholders
- Implementing, tracking and reporting web advertising campaigns including PPC, Facebook, Twitter, LinkedIn Ads etc.
- Analyzing and reporting on website and digital marketing activity using Google analytics and other reporting tools
- Working knowledge of HTML & CSS
- Using a range of marketing technology, produce website campaign landing pages to support regional marketing campaigns
- Driving digital development (Mobile optimization)
- Evaluate performance metrics and make recommendations for the continuous improvement of campaigns
- Develop cross platform digital communication strategy (website, digital media, social network, etc.) as well as execute the plan
- To assist developing compelling B2B e-marketing campaigns in line with the brand strategy and overall marketing plans
- Assist the team with developing different 'customer journeys' and understand the key touch-points along the way
- Support and execute the tracking of online KPIs, analyze results and propose improvements
- Worked with a Team size of 5 members and Directly Reported to CEO
- Good organizational and prioritization skills and ability to manage several projects simultaneously
- Strong analytical/critical thinking and problem-solving abilities with extreme attention to detail
- Ability to produce high volumes of quality work under tight deadlines
- Knowledgeable in popular Divi Visual Builder, ecommerce, WordPress, and digital marketing



- Strong functional use of Microsoft Office Excel, Word, PowerPoint, and knowledge of Access or SQL
- Highly organized with critical attention to details
- Attention to details when making decisions
- Ability to work independently and/or within a collaborative team structure
- Ability to serve as an agile Digital Marketing Team Lead serving as a Digital Subject Matter Expert and leading developers and QA team members.