**Objective:**

To work in a technically competitive environment with an organization that provides opportunities to learn, expand my knowledge and skills and contribute.

**Executive Summary**

* Overall 7 year of experience in the field of SEO, web Development and Internet and Search Engine Technologies and strategizing.
* Expert in all aspects of Natural/Organic Search Engine Optimization, Search Engine Marketing(SEM)
* Keyword Research: - Researching the top keywords using tools such as Word Tracker, Keyword Discovery, Google Keyword Suggestion Tool, Google insights Search Tool, Good Keyword etc.
* Web Analytics: - Extensive knowledge of website Monitoring through server logs and Page tagging tools such as Google Analytics.
* Sound Knowledge of Google Webmaster Central Tool.
* Extensive background in Social Media/Networking and its use in Online Marketing. Digg, MySpace, Stumbleupon, Facebook, Delicious, Reddit, Twitter, Diggo, Social Book Marking etc.
* Managing seasonal digital marketing brand campaigns including creative development, website refreshes and microsite development, newsletter marketing and all agency deliverables
* Creating engaging social media strategies and execution plans that cultivated audiences, increased web presence and enhanced brand awareness
* Monitoring the success of Social Media Campaigns through media analytics, KPIs, and dashboards
* Coordinated with Marketing and Sales teams as well as key agency media partners to gather information towards analyzing efficacy and Return on Investment (ROI) of all brand management events
* Search quality evaluators
* Excellent team player with the ability to encourage open communication and allowing the team to bring forward ideas to collectively deliver a more   effective service.
* Effective negotiating and influencing experience with a track record of achieving engagement from cross-functional stakeholders.
* Proven experience managing multiple cross-functional projects at an enterprise level. Manage complex vendor and internal stakeholder relationships.
* Effectively manage a diverse team working in a constrained environment.
* Good strategy formulation, problem identification, analysis and resolution abilities. Prioritize and deliver timely, high quality data driven work.

**Work Experience**

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| **Organization** | **Designation** | **Duration** |
| Symphony Teleca | Internship | Sep 2012 to May 2013 |
| Sagacious Infosystems Pvt Ltd | SEO Team Lead | May 2013 – Sep 2015 |
| EDC creative Technology Solutions | Senior Lead | Sep 2015 – Dec 2016 |
| Chainalytics | Digital Marketing Specialist | Jan 2017 -Present |

**Technical Skills:**

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| --- | --- |
| **Skills** | SEO, SEM, Basic PHP, HTML, CSS, CMS, Digital Marketing, Internet Marketing, EWCD Framework, WordPress, FUZE Framework, WordPress , CMS |
| **Databases** | SQL Server 2005/2008 |
| **Scripting Languages** | JavaScript |

**Education Qualification:**

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| --- | --- | --- |
| **Degree** | **College/University** | **Year of Passing** |
| B.E | VTU, Belgaum, Karnataka | 2012 |
| PUC | Karnataka PU Board | 2008 |
| SSLC | K.S.E.E.B | 2006 |

**PROJECT IN SYMPHONY TELECA:**

**Responsibilities:**

* Analysis of client’s Website, Competitor Analysis and Top Keywords Analysis.
* Keyword Researching.
* On- Page and Off- Page Optimization.
* Content Optimization: - Search engine friendly content development.
* Image and Video Optimization.
* PDF and MS word file Optimization.
* Expert in creating Robot.txt, sitemap.xml.
* Cross platform/browser compatibility for dynamic web applications.
* Dynamic Optimization and Promotion of E-Commerce Websites.

**Development Part:**

* Developed a mini project “**Login Form**”, developed using Technology Ajax, PHP, HTML and JavaScript. With added features called Forgot password, error message for incorrect username or password and Redirects to the details page.
* Developed a project “**Hosted software configuration management**”, developed using Technology PHP, Scripting languages Ajax, HTML and JavaScript. A hosted SCM service is to provide fully integrated version control, issue tracking and build automation infrastructure instantly with low cost and high quality in-built SCM best practices.

**Key Projects Experience**

**Company Name: Sagacious InfoSystems:**

**Project Names that I have worked on:**

**1. B2B Marketing Partners**

**2. B2B Email Listz**

**3. Insigne world**

**4. Technologydatagroup**

**5. Golbal Email Lists**

**6. Pioneerlists**

**7. Lakegroup**

**8. B2B email experts**

**Project Details:**

**Responsibilities:**

• Analysis of client’s Website, Competitor Analysis and Top Keywords Analysis.  
• Keyword Researching.   
• On- Page and Off- Page Optimization.   
• Content Optimization: - Search engine friendly content development.  
• Image and Video Optimization.  
• PDF and MS word file Optimization.  
• Dynamic Optimization and Promotion of E-Commerce Websites  
• PPC Campaign Management (PPC and PPM).  
• Configuring Google Webmaster Central Tool.

• Cross platform/browser compatibility for dynamic web applications  
• Monitoring the Website Traffic with Google Analytics and AWStats Tools.   
• Email Marketing: - Tracking of E-mail Campaign.   
• Assigning work to team members and get the work done.   
• Reaching client requirement

• Handling social media, social bookmarking, local ads posting and forum posting etc.

• Expert in creating Robot.txt, sitemap.xml

•   Hands on experience in MIS, service delivery, planning, scheduling and execution of projects. Optimizing existing processes, setting up of new processes, implementation, and documentation.

•    Excellent team player with the ability to encourage open communication and allowing the team to bring forward ideas to collectively deliver a more     effective service.

•    Build strong, trusting relationships with development teams, product management, stakeholders, and cross-functional development groups.

**Take a Job**

**Description**: At, Take a Job one can find high service quality, which made us what we are today. With unmatched technology and world class team of experts we, help you to find your dream job. One of the greatest benefits one can have only at Take a Job is security and utmost importance to privacy policy

**Responsibilities:**

• Analysis of client’s Website, Competitor Analysis and Top Keywords Analysis.  
• Keyword Researching.   
• On- Page and Off- Page Optimization.   
• Content Optimization: - Search engine friendly content development.  
• Image and Video Optimization.  
• PDF and MS word file Optimization.

• Expert in creating Robot.txt, sitemap.xml.

• Cross platform/browser compatibility for dynamic web applications.  
• Dynamic Optimization and Promotion of E-Commerce Websites  
• PPC Campaign Management (PPC and PPM).  
• Configuring Google Webmaster Central Tool.   
• Monitoring the Website Traffic with Google Analytics and AWStats Tools.   
• Email Marketing: - Tracking of E-mail Campaign.   
• Viral Marketing, Affiliates Marketing

• Assigning work to team members and get the work done.   
• Reaching client requirement

• Handling social media, social bookmarking, local ads posting and forum posting etc.

• Hands on experience in MIS, service delivery, planning, scheduling and execution of projects. Optimizing existing processes, setting up of new processes, implementation, and documentation.

•   Excellent team player with the ability to encourage open communication and allowing the team to bring forward ideas to collectively deliver a more     effective service.

•    Build strong, trusting relationships with development teams, product management, stakeholders, and cross-functional development groups.

**CORE COMPETENCIES**

~ Search Engine Marketing (SEM) ~ Search Engine Optimization (SEO) ~Brand Management

~Campaign Management ~Social Media Marketing

**Company Name: EDC (Worked In client Place 3M)**

Car Care Store 3M India

**Description:** The 3M Car Care Store is a place where technology, people and "car care" converge. This is where you, a car owner will appreciate the tremendous power of technology and 3M`s great beliefs in human connect.

While we pride ourselves in the science that goes into development of each of the products used at a 3M Car Care Store, it is also our endeavor to ensure that our customers understand our varied range of services with utmost detail. This could be in the form of what products we use at these stores, what process we adopt or even the chemistry and the physical science behind what makes 3M products work so well.

**Responsibilities:**

* Analysis of client’s Website, Competitor Analysis and Top Keywords Analysis.
* Keyword Researching.
* On- Page and Off- Page Optimization.
* Content Optimization: - Search engine friendly content development
* Image and Video Optimization.
* PDF and MS word file Optimization.
* Expert in creating Robot.txt, sitemap.xml
* Cross platform/browser compatibility for dynamic web applications.
* Dynamic Optimization and Promotion of E-Commerce Websites
* Configuring Google Webmaster Central Tool.
* Monitoring the Website Traffic with Google Analytics Tools.
* Email Marketing: - Tracking of E-mail Campaign.
* Viral Marketing, Affiliates Marketing
* Assigning work to team members and get the work done.
* Reaching client requirement
* Handling social media, social bookmarking, local ads posting and forum posting etc.
* Handling day-to-day Search Engine Marketing (SEM) activities including campaign planning, implementation, budget management, performance review, and optimization of paid search campaigns
* Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, bounce rates, etc
* Formulating digital strategy for delivering best ROI for campaigns on various result oriented matrices of cost per click
* Build strong, trusting relationships with development teams, product management, stakeholders, and cross-functional development groups.

Health Care Reach 3M India

**Description:** A complete online medical store from where you can buy all 3M medical & dental products at best rates. Register now to avail great deals and offers. Free shipping and COD available!

**Responsibilities:**

* Analysis of client’s Website, Competitor Analysis and Top Keywords Analysis.
* Keyword Researching.
* On- Page and Off- Page Optimization.
* Content Optimization: - Search engine friendly content development
* Image and Video Optimization.
* PDF and MS word file Optimization.
* Dynamic Optimization and Promotion of E-Commerce Websites
* PPC Campaign Management (PPC and PPM).
* Expert in creating Robot.txt, sitemap.xml
* Cross platform/browser compatibility for dynamic web applications.
* Configuring Google Webmaster Central Tool.
* Monitoring the Website Traffic with Google Analytics and AWStats Tools.
* Email Marketing: - Tracking of E-mail Campaign.
* Assigning work to team members and get the work done.
* Reaching client requirement
* Handling social media, social bookmarking, local ads posting and forum posting etc.
* Build strong, trusting relationships with development teams, product management, stakeholders, and cross-functional development groups.
* Handling day-to-day Search Engine Marketing (SEM) activities including campaign planning, implementation, budget management, performance review, and optimization of paid search campaigns
* Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, bounce rates, etc
* Formulating digital strategy for delivering best ROI for campaigns on various result oriented matrices of cost per click.

**Company Name: Chainalytics Services Pvt Ltd**

#### Description: Chainalytics Services Private Limited is supply chain consulting have successfully delivered billions of dollars in value to some of the largest and best-known global retail, wholesale, and manufacturing enterprises through the application of optimization-based supply chain solutions and services.

**Responsibilities:**

* The Web Developer will Manage the day-to-day operations of Chainalytics’ websites, including updates, maintenance, and ongoing development
* Oversee user experience for all websites, and create and maintain a consistent architectural structure
* Develop copy with internal resources
* Propose and implement enhancements that will improve the performance and reliability of systems, website usability, and functionality
* Drive overall SEO strategy to ensure a maximum volume of high-quality inbound organic search engine traffic
* Implement a series of on-page and off-page SEO techniques, including link building, meta tag optimization, content strategy, information architecture, competitive SERP analysis, and more
* Perform technical audits and digital tracking for websites and digital campaigns by performing spot checking of source code and using tools like SEMRush.
* Conduct and implement ongoing keyword discovery, expansion and optimization
* Develop and execute tests, collect and analyze data, and identify trends and insights in order to improve search and site visitor KPIs
* Utilize WordPress to develop landing pages and email templates, and to make website adjustments
* Email Marketing: - Tracking of E-mail Campaign.
* Handling day-to-day Search Engine Marketing (SEM) activities including campaign planning, implementation, budget management, performance review, and optimization of paid search campaigns
* Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, bounce rates, etc
* Formulating digital strategy for delivering best ROI for campaigns on various result oriented matrices of cost per click.
* Generate performance reports for internal stakeholders on a regular basis
* Search quality evaluators
* Set up and monitor tools including Google Analytics and Webmaster Tools
* Participate in ongoing training in order to ensure that skills remain current.
* Build websites using WordPress.
* Write coding using HTML and CSS.
* Design new features for existing websites.
* Work on a new mobile development project to expand the company into mobile website development services.

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| **Personal Information** |
| **Name** | Kruthika H C |
| **Father’s Name** | H R Chandrappa |
| **Date of Birth** | 31st Jan 1991 |
| **Marital Status** | Married |
| **Nationality** | Indian |
| **Languages Known** | English, Kannada |
| **Permanent Address** | Kruthika H C w/o Sharath S,  “Sri Mallikarjuna”, 2nd Main, 6th Cross, Hemavathi Nagar, Hassan-573201. |

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

Date: Kruthika H c

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