

Shyam Gubba

Sr. SEO Analyst

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PROFILE SUMMARY

Result driven with over plus 7 years of experience in Digital Marketing. Hands-on experience in managing online and offline campaigns such as Search Engine Marketing, Graphic Design, Direct Mailers, Search Engine Optimization (SEO), Social Media Marketing, Branding, Viral Marketing, Email Marketing, Banner display campaigns, Quantitative and Qualitative Market Research, PR Communications, Google Anyalatics and web search console(web mastertool)

EDUCATION

Master Degree

Einstein School of Business Management from Osmania University

2010 - 2012

Hyderabad, India

Post Graduation completed with Finance and Marketing specializations

Bachelor Degree

VRK Degree College from Osmania University

2007 - 2010

Nagar Kurnool, India

Graduation completed with Batchelor of commerce

WORK EXPERIENCE

Sr. SEO Analyst

Kapil IT Solutions Pvt. Ltd

January 2015till now

Hyderabad, India

SEO (Search Engine Optimization)

- Managing SEO Requirement for the company.
- Interacting with the management to understand their business and requirements.
- Planning SEO strategy depending upon management requirements and business.
- Initial keyword suggestions, website audit, offering on page suggestions for the projects.
- Creating Meta tags, SEO tag, essentials SEO files for the projects.
- Reviewing On page of the website on regular basis & analysis the website improve in terms of ranking in SE.
- Planning off page activities for the projects and getting implemented by the team.
- Looking after Google analytics & Search console (Webmaster) of the website and making SEO strategy accordingly.
- Interacting with team to discuss about all the activities done in the month as well as progress in the ranking.
- Google Local Business listing organic promotion.

SMO(Social Media Optimization):

Social media profiles like Facebook Ads Promotion, YouTube Marketing, LinkedIn

SMM is a form of internet marketing that implements various social media networks in order to achieve marketing communication and branding goals. Social media marketing primarily covers Activity involving social sharing of content, videos, and images for marketing purposes.

Facebook Marketing:

- Facebook Page likes & Boost Posts like
- Creating the Face-book Pixel setup
- Creating retargeting audience for website conversions

YouTube Marketing:

- Built youtube channel
- Video monetization
- Video promotions on social media and video submission
- Facebook ads to run ads of your video and boost views
- Converting views to subscribers

Adwords:

- PPC Ads Search Network
- Display Ads Network
- Based on company requirement depend on budget run the PPC campaigns
- Campaign Optimization with Complete Analysis of Landing Page or website in for maximizes conversions.
- Managing ads on Search networks only.
- Complete Keyword research along with the Keyword list of exact, broad and phrase match Keywords.
- Campaign structure creation along with their Ad Groups and keywords to achieve a good quality score.
- Implement Ad groups with tightly themed Keywords
- Bid Optimization in ad group and Keywords level.
- Use different type of Ad Extensions to enhance Advertisements, and Landing Page Optimization.
- Keyword Management pause/delete non performing keywords & adding good new keywords time to time.
- Weekly or Monthly performance report.
- Communicating with management about the campaign performance.

SEO Analyst

Attain Technologies Pvt. Ltd

Sep 2012 - Jan 2015

Hyderabad, India

Digital Marketing (SEO, SMO)

- On page optimization
- Off page optimization (Link building)
- Social Media optimization
- Checking Google analytics, Google Search console(Webmaster)
- Graphic design(Additional Skill)

LANGUAGES

English Telugu
Hindi

MY TIME

Working (35%) Family (15%) Co-ordination (20%) Entertainment (15%) Relaxing (15%)

MOST PROUD OF

- Physical Organization
Creative Thinking, Effectiveness, Productivity
- Planning
Analyzing Issues, Project Management, Strategic Planning
- Team Work
Collaboration, Delegation, Goal Setting, Group Leadership

PERSONAL SKILLS

Leadership 90% Communication 70%
Self-motivation 80% Decision Making 90%

HOBBIES & INTERESTS

Browsing Reading Gym Listening Music

CERTIFICATIONS

Google Analytics

Google Adwords

TECHNICAL SKILLS

SEO(Search Engine Otimization) 100% SMO(Social Media Optimization) 100%
Adwords(Google, Facebook, LinkedIn,Etc) 100% Email Marketing 100%
Graphic Designing 80% Microsoft 80%
Other skills(CPanel, Hosting, Domain setup, WHM Master control, Workspace emails, SSL certificate configuration and CRM Maintance) 90%

HANDLED PROJECTS

- http://www.kapilchits.com
- http://www.kapilkavurihub.com
- http://www.kapilhomes.com
- http://www.sankshema.org
- http://www.easychit.com
- http://finsta.com
- http://www.growork.in
- http://www.kapilgroup.com
- http://www.kcs-tech.com
- http://www.kapilit.com