**ABOUT ME**

**MY CONTACT**

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Thoralakki(v&p)Malur(t)Kolar



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**TOOLS USED**

Google Analytics Google search console GoogleTrends

MOZ

Google tag manager Google my business SEOQuake

Uber suggest

Google key word planner Google data studio GoogleADs

**EXPERTIES IN**

OrganicSEO (onpage&off page)

Social media marketing

GoogleAds

PPC

Lead generation campaigns App user Acquisitions Reporting & Analytics Keywordresearch

WebAnalysis

Searchenginemarketing

HTML and CSS

An Enthusiastic Self-disciplined and certified Digital Marketer skilled in SEO. I’m a strong team player who is able to quickly learn and apply new Digital Marketing Myths, carrying 3+ Years of Industry Experience with proven track record in delivering consistent profit growth for business websites

through high-quality traffic with focus on maximizing company'sprofitability.

**PROFESSIONAL EXPERIENCE**

VINSPIRE TECHNOLOGIES PVT LTD May-2019totilldate

**Key responsibilities:**

Organic search engine optimization and research Maintaining reports of SEO & SMM according to the client requirements

PlannedandexecutedallSSEO onpageandoff page

campaigns

StrategicplanningandmanagingDisplayadvertising campaigns

Optimization google search ads performance

Organic traffic acquisitions to client projects

SitesasperSEO optimizationstandards

Closely monitoring and analyzing organic marketing efforts

Evaluated all SEO campaigns, completed weekly reports,

and proactively participated in team meetings Planned and executed all SEO & SEM campaigns Analyzed reports to create insights to assist in driving SEO strategies

Preformingwebsiteauditsandcompetitoranalysis

StrategickeywordresearchforbetterROI

Building high quality relationship with niches sites via backlinkbuildingstrategies

Monitoring and reporting on search trends and SEO

performance

**SOFT SKILL**

Determinant Smart worker Quick learner Flexible

Team leading

Observation Decision making Communication Multi-tasking

**CERTIFICATIONS**

Fundamentals of Digital

Marketing-Google

Google Analytics certificate Google Adwords certificate Digitalunlocked

**EDUCATION BACKGROUND**

**Diploma in CE**

Bharath polytechnic Bangarpet from2012-2015

**B.tech in CE**

New horizon college of engineering

Bangalore (VTU)

from2015-2018

**PROFESSIONAL SUMMARY**

Experience in google analytics, web master tool, google searchconsole, google Adword, social media marketing, On page optimization with key word research, meta tags, titletagsandinternalpagelinking.

Search engine marketing and site integration.

Searchcodeinsertionsandmaintainingvisitorssearch data.

Off page optimization is knowledge of manual relevant

dictionarysubmissionsandarticlesubmission.

Keyword analysis expertise with google keyword planner SEOtoolssuchasgoogleAdWords,analyticsandsearch console.

Back link implementations.

Analyze and interpret website activity to support the overall digital marketingofthecompany.

XML sitemaps creation and implementation for indexing of deeplistingpages.

Competitor analysis using different SEO tools and developing strategy for link building and content optimizationforhigherorganictraffic.

On page optimization of sites like meta tagging, ALT tags,

image optimization, URL optimization, meta description, titletagetc.

Off page optimization includes article submission, social

book marking, directory submission, pdf & ppt submission etc.

Delivering exceptional paid and organic results across all campaigns

Providing data rich campaign performance insight and

recommendations

**DECLARATION**

I do hereby declare that the information stated above is true to the best of my knowledge and belief.