**A.GOPI**

+91 9176086790

gopi23krish@gmail.com

I aspire for a challenging position in a professional organization where I can enhance my skills and strengthen them in conjunction with organization’s goals. A self-motivated achiever with an ability to plan and execute.

# SKILL SYNOPSIS

* Software Engineer with 6 years experience in developing latest web-technologies HTML, Wordpress, SEO, SMM
* Strong analytical skills with ability to quickly understand client’s business needs.

# TECHNICAL SKILLS

Web/XML Technologies : SEO, SMM, On Page SEO, Off Page SEO

Projects : Company Project, Hospital Project, Real Estate Project

Tools & Utilities : Scrape Box Tool, Rank Cipher Tool, Ahrefs - SEO Backlink Checker & Competitor, Backlink Created and PR Link Collecting.

Operating Systems : Windows 7

# PROFESSIONAL EXPERIENCE

**AVON SOLUTION – CHENNAI MAY 2017 – Till Date**

**Digital Marketing**

**Roles & Responsibilities:**

* Developing and implementing effective search engine optimization (SEO) strategies
* Coordinating content, design, social media, pay-per-click (PPC) marketing and other activities
* Managing offsite and onsite optimization projects and reporting on performance

**Job brief**

I am looking for an SEO Manager to coordinate SEO efforts, including onsite and offsite optimization and keyword expansion research. You’ll also oversee paid search campaigns to ensure their success.

I am looking for an analytical and perceptive professional who is a skilled communicator and able to collaborate with various teams. Current knowledge of SEO practices and techniques is essential to this role.

Your goal will be to ensure that content is search-engine friendly and optimized to increase our company’s profitability.

**Responsibilities**

* Develop and execute successful SEO strategies
* Manage team of SEO Specialists
* Conduct keyword research to guide content teams
* Review technical SEO issues and recommend fixes
* Optimize website content, landing pages and paid search copy
* Direct off-page optimization projects (e.g. link-building)
* Collect data and report on traffic, rankings and other SEO aspects
* Work with social media and PPC teams to optimize campaigns
* Keep abreast of SEO and integrated marketing trends

**Requirements**

* Proven experience as SEO Manager, SEM Manager or similar role
* Knowledge of standard and current SEO practices
* Experience with SEO reporting
* Familiarity with relevant tools (e.g. Conductor, Screaming Frog, MOZ) and web analytics tools (e.g. Google Analytics, WebTrends)
* Proven experience as a PPC Manager or Digital Marketing Specialist
* Experience in data analysis and reporting
* Knowledge of SEO and digital marketing concepts
* Familiarity with multiple platforms (e.g. Google AdWords, Facebook) is preferred

**COGITAXIS CONSULTANCY SERVICES PRIVATE LIMITED**

**SEO Analyst JUN 2015 - 2017**

**Concentrix Technology – Chennai APR 2014 – MAY 2015**

**Customer Service Executive(Tamil Voice Process)**

**Project Description:**

* I am responsible for efficient dealing of complaints to completion and enabling satisfaction of customer.
* I am responsible for rendering useful administrative support to other members of the customer care team.
* I am responsible for documenting all calls with regards to participant inquires accurately using Call Tracking System.
* I am responsible for monitoring Call tracking for responses from administrative team so call returns are done in a timely fashion.
* His responsibility is to Follow-up with participants within a 24-hour period in regards to the initial phone call even if it is to just touch base and let participant know inquiry is still be researched.
* His responsibility is to answer participant questions, as well as question participants to obtain full understanding of what information is being requested.

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| --- | --- | --- | --- |
| **QUALIFICATION** | **COLLEGE / INSTITUTE** | **YEAR OF PASSED OUT** | **PERCENTAGE** |
| M.C.A | JEPPIAAR ENGINEERING COLLEGE | 2013 | 6.5% |
| B.C.A | GEMGATES ARTS & SCIENCE COLLEGE | 2010 | 6.0% |
| H.S.C | GOVT.BOYS HR.SEC SCHOOL | 2007 | 58% |

# PERSONAL DETAILS

Father’s Name : Arthanary.K

Mother’s Name : Anjalam

Date of Birth : May 05,1988

**DECLARATION**

 I here by declare that the information given above are true to the best of my knowledge and belief.

Place:

Date: (GOPI.A)