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## Purna Chandra Swain

Karikol,

Athagarh,

Cuttack, Odisha

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**Career Objective**

Hard-working and dedicated professional with exceptional background in Analytical skill, Business operation, MS-Excel, Digital Marketing/ Training and Key Client Relation as well as knowhow in HRM**/**Accounting/GST and Computer programming is always in quest of high-end responsibility-oriented career, where the skills can be exercised within team spirit surrounded by a fast pace environment for achieving a greater challenging goal.

**Career Spotlights**

* With strong business ethics, possess well organized and goal oriented skills needed in the business.
* A friendly, result driven, Bhubaneswar based, **14 years Digital Marketing Expert** along with some CMS platforms and programming languages knowledge has worked with a number of small to medium size clients, worldwide.
* Possess excellent interpersonal, social and communication skills in dealing with management, clients as well as advertising agencies.
* Possess exceptional ability to conceptualize and execute ideas in promoting products through internet.
* Possess outstanding knowledge in how websites and search engines work.
* As a Digital Marketing Trainer, under my private coaching many have been successfully got placed in several Digital Marketing companies.
* Since 2013, my regular as well as high end tasks have been to contact business owners across USA territories and, convince them to sign up the contracts for my employers where my convincing rate has been 9/10 on positive prospects.
* Also, as Accounts Consultant, my accounting knowledge includes accounting principles, rules of book keeping, filing of receipts, GST procedures etc. along with advanced skill in 6 types of ERP software applications.

**Employment History**

1. Working as ***Digital Marketing Manager (Webmaster/Branding/Promotion)***at Softgrid Computers Pvt. Ltd., Atulya IT Park, Indore from 15th Jan, 2020 till date.

2. Worked as ***Digital Marketing Manager-cum-Client Liaison Officer******(Webmaster/Branding/Promotion/HR-Recruitment & Training)*** at [StudyLake Web Solutions Pvt. Ltd.](https://www.puntercalls.com/), Tower Square, Indore from 14th Oct, 2019 to 14th Jan, 2020 **for 3 months**.

3. Worked as ***Digital Marketing Director (Webmaster/Branding/Sales/HRM/Accounts)***at [Kalpana Software Technologies Pvt. Ltd.](https://www.puntercalls.com/), Rasulgarh, Bhubaneswar from 1st July, 2013 to 13th Oct, 2019 for **6 years 3 months**.

4. Worked as ***SEO Project Manager*** at [Punter Groups Pvt. Ltd.](https://www.puntercalls.com/), Dum Dum Park, Kolkata from 1st Jul, 2012 to 30th Jun, 2013 for **1 year**.

Websites worked on: [www.puntercalls.com](http://www.puntercalls.com/), [jungheinrich.nl](http://www.jungheinrich.nl/), [caipan.nl](http://www.caipan.nl/),[secwatch.nl](http://www.secwatch.nl/), [nemaco.nl](http://www.nemaco.nl/),[hypercel.com](http://www.hypercel.com/),[coconut.com.au](http://www.coconut.com.au), [buybluesteel.com](http://www.buybluesteel.com/), [big4bonnyhills.com.au](http://www.big4bonnyhills.com.au/),[melbournebig4.com.au](http://www.melbournebig4.com.au/), [shineonhollywoodmagazine.com](http://www.shineonhollywoodmagazine.com/), [heartmaids.com](http://www.heartmaids.com/)

5. Worked as ***SEO Project Manager*** at [Kre8iveminds Technologies Pvt. Ltd.](http://www.kre8iveminds.com/), Central Avenue, Kolkata from 1st Feb, 2012 to 30th Jun, 2012 for **5 months**.

Websites worked on: [www.assots.com](http://www.assots.com/), [www.radiancetour.in](http://www.radiancetour.in), [www.kre8iveminds.com](http://www.kre8iveminds.com)

6. Worked as ***SEO Project Manager***and then as ***Head of SEO***[at Luminous Infoways Pvt. Ltd.](http://www.luminousinfoways.com/), N/6, Nayapalli, Bhubaneswar from 21st May 2008 to 31st Jan, 2012 for **3 years 8 months**.

Websites worked on: [www.ooshirts.com](http://www.ooshirts.com), [www.leba.com.au](http://www.leba.com.au), [www.thewebxpert.net](http://www.thewebxpert.net/)

7. Worked as ***Software Trainee***[at [Modulesoft Solutions Pvt. Ltd.](http://www.modulesoft.com/)](http://www.luminousinfoways.com/), N.B. Tower, Nayapalli, Bhubaneswar from 1st May 2007 to 20th May 2008 for **1 year 1 month**.

Languages got trained: **HTML, JavaScript, PHP and SEO Techniques**

Websites worked on:[www.pillsforall.com](http://www.pillsforall.com/),[www.designerposse.com](http://www.designerposse.com),[www.painrelief.com.sg](http://www.painrelief.com.sg/), [www.pakistanforums.pk](http://www.pakistanforums.pk/), [www.bnbstar.com](http://www.bnbstar.com), [www.beverlyhillshr.com](http://www.beverlyhillshr.com)

**Project Management Strategy**

* **Branding & Promotion**

1. I function as a key role in maintaining sound client relationship worldwide. My regular responsibilities fall as:

* Draft and send Project Proposal letter to fix a video call session with the prospect as my first step
* Conduct Technical as well as Negotiation talk
* Prepare several Analysis Reports to find out possible business loopholes vs. business possibilities, viz., Traffic Source/Flow Analysis, Traffic Behavior Analysis, Competitive Analysis etc.
* Perform several technical analyses against the web presence of a business, viz., Website Performance, Web Performance, Pre-SEO Analysis, Keyword Competition Research etc.
* Implement the findings
* Track the ongoing business performance
* Conduct weekly client meetings
* Keep regular touch with the clients providing work progress updates
* Have positive feedback as well as 5-star ratings from the clients against the work done
* Draw payments from clients
* Provide after sale service
* Last but not least, dedicate a proactive effort from the very beginning to establish a forever relationship with the clients worked so far with for the sake of securing an everlasting business opportunity.

**Experience**

* Offshore client consultation / Team leading and management / Multiple projects management
* Possess strong knowledge and experience when it comes to Google Analytics handling on account of Traffic-cum-Business Performance Analysis
* Conduct in-depth Keyword Research and Competitor Analysis
* On-page SEO work may include - optimizing and writing title tags, meta description tags, alt image tags, header tags, anchor texts and maintaining percentage of keyword incorporation
* Tweaking and rewriting copy to help optimize pages effectively
* Dealing with other technical SEO tasks - 301 redirects, crawl errors, XML sitemap, robot.txt file
* Strong knowledge and experience using Google Analytics & Google Search Console
* Familiarity with other SEO tools such asOpenSiteExplorer, SEMrush, ahrefs & Buzzsumo
* Understanding and knowledge of HTML
* Strong familiarity using WordPress + SEO Plugins such as Yoast, All-in-One SEO
* Fluent in communicating and writing English
* A real passion for SEO & digital marketing - always learning and keeping up to date with the latest whitehat SEO techniques and Google algorithm updates
* A proactive attitude & consistency meets deadlines that have been set.
* **CMS Platforms:** Zoho, WordPress, Shopify, BigCommerce, Blogger, Weebly, Wix, Sitebuilder.com

**Computer & IT**

* HRM Application: Zoho People Plus
* CRM Application: Zoho CRM
* Basics in HTML, JavaScript, PHP, VB, C, JAVA, BASIC
* Adobe Dreamweaver, MS-Office (Excel, Access, PowerPoint)
* Search engine search query formulas
* SnagIt 9.0 (Screen-shooter, photo & video editing software)
* Accounting: Oracle e-BS R12, SAP NetWeaver, SAP B1, Tally.ERP9i, SWIL’s Unisolve, CBO
* Use of powerful desktop SEO tools and browser plug-ins:
* *For keyword analysis, link analysis, competitor analysis, traffic monitoring, website monitoring & statistics, web log analysis etc.*

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| **Examination** | **Institute** | **Board/University** | **Year of passing** | **% of marks** |
| HSCE | BiswnathBidyapitha, Athagarh | BSE, Odisha | 1999 | 66% |
| HSE (Arts) | Gopabandhu Sc. College, Athagarh | CHSE, Odisha | 2001 | 65% |
| B.A.(Eco.) | BJB Autonomous College, BBSR | Utkal University, Odisha | 2004 | 72% |
| MBA (PGDM in HR & Marketing with IT) | Centre for Management Education, New Delhi | AIMA, New Delhi | 2017 | 85% |

**Academic**

**Career**

Reading/ Writing/ Speaking / Listening abilities with good comprehension on**:**

**Languages Known**

English, Hindi, Odia, Bengali

* **Science Exhibition:** While studying in Class VII, got selected to District Level, competing Block Level Science Exhibition against the project *Mixed Agricultural Farming* in the year **1995** based on fishery, poultry, honey, flower, fruit, medicinal plants and vegetables production on single plot.

**Extracurricular Activities**

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* **Mother Tongue Fluency Competition:** While studying in Class VIII, I was awarded monetarily for coming successful in *Suddha Odia Likhan* competition(A language movement program for our native language Odia) in the year **1996**.
* **First Computer Training Inspiration:** I was ranked in 1st position with 94% marks in a computer awareness program - a DCA Summer course of 3 monthsin Class X, **1998**, conducted by COMPTRONICS–(a local computer institute in our area) which fired a burning desire as well as a passionate vigor in my heart and soul for Computer Science.
* Attended an **NCC Camp of 12 days** towards December last week of the year **2000**as **Platoon Commander** leading 29 sergeants which included +3 students also when I was studying in +2.
* **Cultural Participation:** Stood as top level actor in drama performance while working at Kolkata in 2011.
* **Sports-Academic competitions:** Got many accolades in running/kabaddi/high jump/long jump, javelin/discus/shot put throw, music chair, chess, carom, essay writing, debate, GD, quizzes, G.K., 1-min game.

**Field of Hobbies**

* + Identifying and accepting challenges where criticality knocks the door of impossibility.
  + Outdoor sports & activities: Badminton, Kabaddi, Kho-kho; Chess, Carom, Social works
  + Trying critical mathematical problems in leisure time. Developing new ideas, methods & techniques unlike present techniques in Math.
  + Reasoning and solving puzzles, developing curious but cute C Programs through computer.
  + Book Reading: Scientific fiction/discoveries/inventions/research-work, Mythical, Biographies of patriotic persons, Detective/Ethical story, History, Map reading, Odia literature/poetry, Byasa Kabi Fakir Mohan’s novels/short-stories, Space & ocean related, Textbooks of Physics/Chemisrty/Biology/ Math/Engineering/Computer Science, G.K. Books, Magazines, Editorial page of Newspaper, UGC Programs on Television, practicing astrology/numerology/palmistry
  + Learning new human languages as well as computer programming languages

**My Strengths**

My confidence and passion backed up by strong professionalism in the sector of my work geared up with tough challenge and risk management.

**Personal Details**

**Date of Birth :** 25-06-1984 **Gender :** Male **Marital status :** Unmarried

**Religion :** Hinduism **Nationality :** Indian

**Permanent**

**Address**

**S/o :** Srinibas Swain

**At/PO :** Karikol **PS:** Athagarh **Dist :** Cuttack **PIN:** 754029

**Place: Indore, India**

**Date: (Purna Chandra Swain)**

**23rd Aug, 2020**

**Here, I, Purna Chandra Swain, declare that all the information that has been mentioned above are right and not biased by anybody else so far as my knowledge is concerned.**