

Curriculum Vitae

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Address: K-302,
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Computer Proficiency

Operating Systems	: Windows 98, Windows XP, Windows Vista, Windows 7
Software Applications	: Microsoft Office 2007, Fireworks CS3, WAMP, JSAS
Web Technologies	: HTML, XML, CSS, JavaScript, PHP, MySQL, Joomla & Wordpress (CMS)
Web Related Tools	: Google Analytics, SEO Book Tool, Dreamweaver CS3, Cute FTP

SEO(Organic Search Engine Marketing) Skills

Website Analysis & Research:

- In-Depth Keyword Research
- Keyword Traffic Analysis
- Keyword Competition Analysis
- Website Analysis
- Online Competitor Analysis
- Benchmarking Current traffic and Search Engine Positions

On Site Optimization:

- Optimizing Meta Keywords and Descriptions
- Image Optimization
- Optimization for JavaScript and CSS codes
- Optimization for Flash and Frames
- Creating SEO Friendly Navigation Structure
- HTML code optimization
- Descriptive site map creation
- Website Loading Time Checking
- Reducing Page Size
- Broken Link Checking
- Spell Checking & Duplicate Content Checking
- Content Writing & Modification
- Converting Dynamic url to Static url
- Creation of Robots.txt file
- HTML & CSS Validation

Submissions & Link Building:

- Manual Search Engine submission
- Submitting for local search and Map search
- Froogle Feeds for Ecommerce Websites
- Managing Press Release
- Manual Submission to Web Directories and Article Websites
- Building links from niche Blogs
- Discussion Forum postings
- Managing Reciprocal and three way link exchange

Web Promotion/Internet Marketing

In-Organic Search Engine Marketing (Pay Per Click Advertising):

- Keyword Research
- Writing creative Ad text for each group of keywords
- Creating Landing pages and optimizing to reduce Bounce rates
- Setting up PPC campaign on major Search Engines
- Using Adwords Editor to make changes offline and upload on Adwords
- Optimize each search term against ROI
- Installing tracking codes on landing page and conversion page for tracking conversion
- Performing A-B Testing
- Refining and Testing Ads for highest CTR with lowest CPC possible
- Filtering negative keywords responsible for high CPA

Social Media Optimization:

- Generating traffic from Social Bookmarking and tagging Websites
- Viral Marketing Campaign on Social Networking Websites and Online Communities

Contextual and Banner Advertising:

- Have in depth knowledge of Contextual and Banner advertising and familiar with functioning of different Advertising Network like Google Adwords/Adsense, Yahoo, Bidvertiser, Text Link Ads etc.

Website Analytics:

- Expert in detailed traffic analysis to a site and performing different tasks like Keyword and Campaign Comparison, Trace transactions to campaigns and keywords, get loyalty and latency metrics, identify revenue sources, finding visitors geographical location and finding top landing and exit pages to reduce Bounce rate.

Have good idea of different modes of Internet Marketing like Email Marketing, Affiliate Marketing, Online Media planning and Paid Sign-ups etc.

Work Experience

Role : Webmaster & Internet Marketing Professional

Job Duration : From May 08 to till date

Company Name : HDFC LTD

Company Profile : Housing Development Finance Corporation Limited or HDFC founded in 1977, is an Indian NBFC, focusing on home mortgages. HDFC's distribution network spans 271 outlets that include 57 offices of HDFC's distribution company, HDFC Sales Private Limited. In addition, HDFC covers over 90 locations through its outreach programmes. HDFC's Total Assets as at December 31, 2008 was Rs. 951.12 billion (US\$ 19.63 billion).

Responsibilities:

- Media Planning for online advertising, briefing agency for development of engaging creatives and documenting responses. Developing brand & lead generation ideas, microsites and analysis of the

leads, conversions, ROI and spends on the web. Recommending newer avenues for optimising spends.

- Regular monitoring and updation of information on website. Development of new banners competitive assessment and recommending plans to improve traffic (quantitative and qualitative). Analyzing HDFC website traffic based on visits, source of visits, page views, popular sections, downloads, geographical dispersion etc.
 - Monitoring opinions, reviews and complaints posted on social media and websites driven by user generated content and escalating complaints by forwarding it to respective department.
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Role : Project Leader (Open Source Development & SEO)

Job Duration : From Jan 08 to May 08

Company Name : Opengeers Technologies Pvt. Ltd <http://www.opengeers.com>

Company Profile : Opengeers Technologies is a flourishing web design and development company. The spectrum of services ranges from custom web design of static & corporate websites to complex informative portals.

Responsibilities:

- Project Analysis, Website Flow, Layout Guidelines, Keyword analysis and research, Competitor analysis, Online and Offline Optimizations, Blogs creation and Implementation, Manage the team, Maintain weekly and Monthly ranking and Link Building report etc.
 - Feasibility Study, Creating Project Prototype and Project flow management. Monitoring Project Design, Development, Testing, QC and Deployment to client's server. Handling Client communication and working as a point of contact for all issues related to project.
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Role : Search Engine Application Architect

Job Duration : From July 07 to Dec 07

Company Name: Searchize Technologies Pvt. Ltd (Merged into PercptKnorigin)

Company Profile: Searchize is a search engine marketing company. It offer search engine marketing services by generating quality business leads for any company through their website from any part of the world.

Responsibilities:

- Developing tools and web applications that can reduce the manual work of team.
 - On page optimization and keyword research
 - Developing lead management system to track leads from SEM campaign
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Role : Freelance SEO & CMS Application Developer

Job Duration : From May 06 to July 07

Responsibilities:

- Responsible for gathering information about client business and requirement.
- Installation of CMS (Joomla) on server either from cpanel or manually.
- Adding different Module, Mambots and Component extension required for client website.
- Making the website SEO friendly and link building to get top rankings on search engines

Achievements

- [Certified Google Analytics Qualified Individual](#)
- Won 1st prize in Circuit Designing and Debugging in TEC-2K5 which is the technical festival of Terna Engineering College.
- Won the Finalist position in ROBOTIC LEVEL-1 in VJTI College during its annual Tech-festival "TECHNOVANZA 2005" which was held at National Level.
- Won 1st prize in "Circuit-Me-This" during WHIZON-2005 held by IEEE in Ramrao Adik Institute of Technology.
- Won 1st prize in ROBO- RALLY during TEC-2K5 which is the technical festival of Terna Engineering College.
- Won the Quarter Finalist position in ROBOTIC LEVEL-1 in RAIT College during Tech-festival TECHKNOW 2005.

Extra Curricular Activities

- Organized Project Exhibition as event head for TEC- 2K5 (IEEE-TERNA).
- Participated in various technical events at different colleges including Datta Meghe College of Engineering, Ramrao Adik Institute of Technology, Vasantada Patil College of Engineering, Veermata Jeejabai Technical Institute (VJTI).
- Participated and successfully completed workshop featuring topics Goal setting Techniques,
- Developing self Confidence and excel by Will Power organized by Times Foundation.
- Participated in International assessments for schools in MATHMATICS in year 2001.
- Won second prize in SCIENCE QUIZ in year 2000-01.
- Won first prize in science project exhibition in year 1997-98.

Personal Information

Date of Birth : 7th May 1986
Marital status : Single.
Nationality : Indian.
Linguistic Proficiency : English, Hindi & Marathi.
Skills : Quick Learner, Co-operative and Sincere.
Hobbies : Reading technical Blogs, Forums, Playing Chess and Cricket, Internet Surfing

Date

Signature