



AJAY KUMAR A

SEO Analyst

POSITION AND TOTAL EXPERIENCE

SEO Analyst At Attenda Soft In 4
Years Of Experience

EDUCATION

UG : B.Tech Civil Engineering At Prist
University, Vallam, Thanjavur

CERTIFICATIONS

September 5th 2018 - November 5th
2018

A perfect course for beginners to
learn Executive Program in Digital
Marketing

CONTACT

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Dubai

LANGUAGES SPOKEN

- Tamil (Native)
- English (Conversational)

➤ CAREER OBJECTIVE

Marketing professional with 4 years of
experience in marketing with digital
marketing capabilities to provide integrated
marketing solutions by working closely with cross
functional teams to deliver successful business
outcomes to diverse clients globally. Proven skill
in effective collaboration, maintaining lasting
rapport with coworkers and clients with an
excellent work ethic and strong business
acumen

➤ PROFESSIONAL SUMMARY

December 23rd 2019 - January 4th 2024

**SEO ANALYST AT ATTENDA SOFT, CHENNAI,
TAMILNADU**

SEO – OFFSITE OPTIMIZATION

- Search Engine/ Social Book marking Submission
- Inbound and Outbound linking
- Create Blogs and Forums
- Web 2.0 Submissions
- Image Sharing
- Video Submissions
- Forum Postings
- Question and Answers Submissions
- Guest Blogging
- Broken link building

OFF PAGE OPTIMIZATION

- Link Building
- Article Submissions
- Directory Submissions

TECHNICAL SKILLS

- Off Page Seo
- Link Building
- Google Ads
- Keyword Analysis
- Search Engine Optimization
- Search Engine Marketing
- Traffic Optimization
- Google Algorithms
- MS-Office
- Microsoft Excel
- Digital Marketing
- Google Adwords
- Adobe Photoshop
- PowerPoint Presentations
- Content writing and link building for search engine ranking

TOOLS AND SOFTWARE

- Ahrefs
- Semrush
- Google Search Console
- Google Analytics
- Google Keywords Planner
- Moz Pro
- Traffic Analyzer
- Facebook, Instagram, Twitter, LinkedIn & YouTube (Social Media Account Management and Promotions)

- Press Releases Submissions
- Social Bookmarking & Networking Submissions
- Forum Participation
- Blog Commenting
- Google Local Business Map Submission
- Various type of blog creation (blogspot, wordpress...etc)
- Adding links wiki related sites
- Social Media Optimization (SMO)

SOCIAL MEDIA MARKETING AND PROMOTIONS

- Facebook, Instagram, Pinterest, LinkedIn, Twitter, YouTube, Google Plus.

SEO – REPORTING (ANALYSIS AND PRODUCTION)

- Website Audit And Analysis Report
- Keyword Analysis And Ranking Report
- Competitor/Google Analytics Report/Back link Report
- A highly motivated and committed Lead with 4+ years of experience in IT industry in SEO
- Good Knowledge of Search Engine Optimization
- Working on Search Engine Optimization with sound knowledge of the Off page optimization
- Search Engine Optimization: Planning and implementing strategies to drive relevant web traffic through organic means
- Deep knowledge in various SEO and growth hacking tools such as google analytics, SEMrush, SpyFu, google keyword planner, google adwords, social media platforms, ahrefs, google search console etc
- Good understanding of off-page SEO concepts and their impact on website traffic and ranking
- Hands-on experience on social media management tools such as Buffer, Hootsuite, etc
- Proficiency in creative or graphic design tools like Canva, Photoshop, After Effects and other infographics and video creation tools
- Social Media Marketing: Developing content to promote across social media channels to improve awareness, drive traffic, and generate leads