

**Skills & Career Objectives:** Qualified SEO professional with solid experience in developing SEO campaigns, analytics, SE rankings monitoring, and keyword research, site auditing methods, social media optimization and link building. A clear Communicator with a background in account management and marketing, I have a passion for optimizing websites to achieve business goals and a talent for improving organic SE rankings with my creative approach and thorough research and analysis.

**Professional Summary:** 5.5 years' experience in SEM, SEO, Technical SEO, Google AdWords/PPC, Social CRM (SMO), E-Mail Marketing and Web Analytics.

**Experience:** **SEO / SEM Manager**

**February 2012 – Present**

**Infosys India Pvt. Ltd.**

- Responsible for implementing Pay Per Click media strategies for clients. Understand and support initiatives that will contribute to the goals and success of client campaigns.
- Perform daily account management and of pay per click accounts on Google AdWords, Yahoo, Bing and other search platforms for a variety of clients.
- Manage Display network placement lists on AdWords through other contextual advertising platforms
- Keep pace with search engine and PPC industry trends and developments.
- Responsible for implementing SEO and social media strategies for clients.
- Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities.
- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages.
- Communication to team and management on project development, timelines, and results.
- Generate weekly and monthly client reporting for all major metrics, goals tracking, revenue tracking, and other search initiatives.
- Work closely with the other team members to meet client goals.
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals.
- Assist in development and execution of communication/content strategies via social communities in coordination with SEO goals.
- Research and administer social media tools in support of clients social media strategy.

**Experience: Senior SEO Analyst**

**January 2009 - February 2012**

**HCL Technology**

- Design and implement the strategies through which the website of the client gets the top ranks in various search engines against the targeted keywords.
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- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages.
- Generate weekly and monthly client reporting for all major metrics, goals tracking, revenue tracking, and other search initiatives.

**Education:**

2001-2004

Utkal University

- Bachelor of Arts Degree in Economics

2013-2015

ITM, Bangalore

- MBA(Marketing)

**PPC / CPC &**

**Adwords Skill:**

**Campaign Creation:**

I would like my clients to provide me complete requirements, details of their products and advertising target if they have set any. Once I will get all the details I will provide you following along with proper PPC strategy Document.

- Complete Analysis of your Landing Page or website in order to maximize conversions
- Complete Keyword research along with the Keyword list of exact, broad and phrase match Keywords
- Complete structure of PPC campaign along with their ad groups and keywords to achieve good quality score.
- Creative and direct ad copy for each ad group to achieve best CTR ; at least 2 ad copy for each ad group.
- Identifying advance bidding & budgeting options for better utilization of funds.
- Implementing Search & Display Campaigns.
- Implementing advance strategies like Ad Extensions including site links, Phone Extensions etc.
- Checking the eligibility to show to customers located or interested in the location setting you choose and using Google in the language you specified. We recommend choosing the language you serve your customers in.
- Select Networks where you want your ad to appear, such as on search results pages like Google ("Search Network"), on other sites that partner with Google to show ads ("Display Network"), or both. By default, new campaigns target all types of devices, which include desktops, tablets, and mobile devices. Later, you can choose to customize ads for different devices.

### **Campaign Management:**

Once campaign is created we will start managing campaign on day to day basis in order to optimized result and achieve ROI.

- Daily Bid Management
- Weekly Search query & Negative Keyword Filtering
- Weekly/Daily Placement & Display network optimization
- Weekly new ad creation and testing to increase CTR
- Keyword Management, pause/delete non performing keywords & adding good new keywords time to time
- Weekly or Monthly performance report (where required)
- Keeping in touch with the client through Skype and email for smooth communication.

### **Search Engine Optimization Skills:**

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- Search Engine Optimization (SEO)
- Website Submissions
- Web Directories Submissions
- Search Engine Indexing and Optimization
- Writing META Tags
- Websites and Webpage's Editing
- Finding out search engine status
- Content Optimization
- Press Releases, including e-distribution
- Traffic Analytics/Analysis
- Market Research & Analysis
- Free Classified List
- Forum Posting
- Monthly Ranking Report
- Social Bookmarking
- Article Submission
- Map Submission
- Reciprocal Links

### **Social Media Marketing Responsibilities:**

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- Planning & implementing of Effective SMO Strategies
- Online branding with SMO
- Social Profile & Community Creation
- Analyzing Analytics Statics of SMO results
- Manage several social networking communities over various social network giants including Face book, Twitter, LinkedIn, Bebo etc.
- Social Apps integration to fan page

- Facebook paid campaign (CPC & CPM)
- Facebook API's integrate management
- Product and Service Promotion by different Social Networking and Social Book Marking Profiles.
- Web analytics and reporting:
- Providing Analysis Report and Recommendations for improving traffic on the site.
- Generating Consolidated traffic report.

**SEO Tools:** IBP, WEB CEO, Google Website Optimizer, Google Webmaster Tools, SEO MOZ, SEO BOOK Tools., Niche watch, Website grader, Copyscape, Term Extractor

**Web Analytics Tools:** Google Analytics, Woopra, Clicktale, Site Meter.

**Keyword Tools:** Word Tracker, Overture Keywords Suggestion, Google Keywords Suggestion, Google Suggest, Google Trends, Google sk Tool, Google insight search, Keyword Discovery , Work Trackers, Keyword Spy, SEO Book, SEO Moz.

**Personal Details:**  
Date of Birth : 20/06/1984  
Sex : Male  
Language Known : English, Hindi, Oriya.

**Declaration:** I hereby affirm that all the information stated above is accurate and true to the best of my knowledge.

Date:  
Place: Bangalore

**Sangram Keshari Swain**