

## CURRICULUM VITAE

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### SUNIL SANDHU

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### OBJECTIVE

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ACTIVELY SEEKING AN OPPORTUNITY TO BE INTEGRATED INTO THE COMPANY'S DIGITAL MARKERS' TEAM, WHERE I WILL BE ABLE TO LEARN AND SHARE MY OWN EXPERIENCE FOR THE GENERAL ADVANCEMENT OF THE COMPANY'S ONLINE PROGRAMS.

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#### Core Competencies

- Successful record and an in-depth knowledge of Search Engine Optimization (SEO), and Social Media Optimization (SMO).
- Excellent Knowledge and grip on the tools that are being used to analyze the Outputs and Measure the success in the SEO field like, Google Analytics, Google Webmaster and other relevant tools used in SEO.
- Self-motivated, high level of creativity.
- Superior technological and computer skills.
- Practical judgment used to make critical decisions and provide technical recommendations.
- Good verbal, written and presentation abilities.
- Excellent organizational skills.
- Multi-tasking: Able to manage projects simultaneously and effectively
- Highly organized and detail oriented.
- Well Versed in the Following Tools:
  - Google Analytics
  - SEMrush
  - Moz Local
  - Ahrefs
  - SEO Quake
  - Google Trends

## **Technical Skills:**

### **1- Search Engine Optimization:**

- On Page SEO: (Keyword Analysis, Competitor Analysis, keyword selection, Meta Tags Creation, W3c validation, Page Load Time, 301 Page Redirect, H1/H2 & Bold tags Optimization, Image ALT Tags Optimization, Anchor tags Optimization, Broken Links Check, sitemap.xml creation & Submission, ROBOTS.txt file Submission, Internal Linking, etc.)
- Off Page SEO: Business Submission to Niche Directories, Content Marketing, Guest Posting, HARO etc.
- Local SEO: Local Listing Optimization of Business, Citation Creation, Google My Business Optimization, Yahoo Small Business Optimization

### **2- Social Media Optimization:**

- Complete Optimization of Social Profiles
- Discussions and Participation in Relevant Groups & Communities
- Increase traffic from major social networks such as Twitter, Facebook, LinkedIn and Pinterest.

### **3- Other Skills:**

- Understanding & Analysis of the Nature of Business of the Clients.
- Optimum SEO Strategy Formulation as per the Business of the client.

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## **PROFESSIONAL EXPERIENCE**

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- **Currently Employed with Kbizsoft As Internet Marketing Executive (April 2014 - Present)**

**Total Professional Experience: 7 Years and 3 Months (April 2014- Present)**

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### ACADEMIC DETAILS

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<b>YEAR</b>	<b>Degree/Exam</b>	<b>Board/University</b>
2014	Diploma	Master In Computer Applications
2011	Graduation	Bachelor in Computer Applications
2008	Senior Secondary	H.P BOARD
2006	Secondary	H.P BOARD

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### OTHER INTERSTS

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- Traveling
- Listening Music
- Reading Books
- Internet suffering