

RESUME

S.MANIKANDAPRABU

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CAREER OBJECTIVE:-

To seek rewarding and challenging career in your esteemed organization would be mutual beneficial in terms of learning and contributions to organization growth.

PROFESSIONAL SUMMARY:-

- ✚ ON PAGE OPTIMIZATION
- ✚ OFF PAGE OPTIMIZATION
- ✚ Google SERPS Specialist
- ✚ GMB optimization
- ✚ Organic SEO and white hat SEO techniques
- ✚ Good knowledge in Google algorithm updates
- ✚ Keyword research and analysis
- ✚ Keyword positioning
- ✚ Keyword Mapping
- ✚ SERP analysis
- ✚ Excellent knowledge in writing SEO friendly content
- ✚ Good in website optimization
- ✚ Good fluency in High PR Directory posting
- ✚ Good fluency in High PR Social bookmarking
- ✚ Good in writing SEO friendly articles, blogs and press releases
- ✚ Online article posting

- ✚ Good knowledge in image sharing, document sharing and video sharing on various internet platforms.
- ✚ Good knowledge in SMM- Social media marketing especially in facebook, twitter, Pinterest, Tumblr, LinkedIn etc.,
- ✚ Keen interest in SEO, digital marketing, social media and the internet technologies.

EXPERIENCE SUMMARY: -

8 .6 years of experience in handling various portals on various business categories.

CURRENT COMPANY:-

Dot Mappers

Role: -

SEO Strategist

Tenure:-

Mar 2022 – Currently working

Roles & Responsibilities

- Website analysis from the scratch
- Google PSI analysis to ensure the best website loading speed
- Google SERPS analysis to monitor the keywords rankings
- GT Matrix analysis to analyze the website performance
- Screaming frog analysis
- Google My Business analysis to ensure the local reach of a business / product / service
- Google My Business optimization to optimize the GMB metrics
- Keywords research to find out the trending search queries
- Spam check
- Content analysis to check the readability of the content
- Content Optimization to better optimize the seo friendliness of the website content
- Implementing link-building strategies
- Schema analysis to structure the website properly
- Schema optimization

- Internal links analysis & Optimisation
- Google Analytics Implementation
- Google webmaster implementation
- Meta tags analysis
- Meta tags optimization
- Competitor analysis
- Team Handling
- Communicating to developers and designers to ensure the deliverables on time
- Understanding the pros and cons of clients in terms of SEO
- Scrum Meetings with the team
- Tasks allocation
- Weekly round ups and reporting – Task Management
- Monthly reports – Task Management
- Educating team members to achieve the goals

Some of my projects are as follows

Boss VFX

Fat cow Diary

Guru School of Netherlands

Bleap ED4all

Chettinadu Narayanaa vilas

CRI Pumps

Indo oncology summit

IDA Dental Congress

Syntricon etc....

AREA OF INTEREST:

- SEO, Digital Marketing sectors say SMM, SMO, SEM etc...

ACADEMIC CREDENTIALS: -

- Completed B.E. in Electronics and Communication Engineering at Mount Zion College of Engineering and Technology, Pudukkottai with 66.97%.
- Completed HSC at Alagappa Matriculation Higher Secondary School, 2007, Karaikudi with 71.6%.
- Completed SSLC at Maharishi vidyamandir, 2005, Karaikudi with 76.73%.

CO – CURRICULAR: -

- Was a **winner** of “LEAGUE OF LEADERS SPEAK ENGLISH” conducted by world one tutors.
- **Organizer** for the symposium (Spartans’09) at UG level.

STRENGTH: -

- Best team player.
- Efficient in handling a team.
- Eagerness to Explore and Learn.
- Positive attitude.
- Completing the project within the time limit.
- High analytical skills and a self starter.

PERSONAL SUMMARY: -

Father’s Name : MR.S.Sivagnanam

Mother’s Name : MRS.S.Amutha

Date of Birth : 6-7-1989

Gender : Male

Marital Status : Married
Nationality : Indian
Languages known : Tamil & English
Permanent address : No.34, Ashok Nagar, II Street,
Kalanivasal, Karaikudi-02.

PLACE:

(S. MANIKANDAPRABU)

DATE: