

GANESH KUMAR C S/O
S CHANDRASHEKAR

CONTACT NO: 6363292636,
EMAIL ID:[**dkgani007@gmail.com**](mailto:dkgani007@gmail.com)
No- #131,2nd Floor,
3rd Main Road
Ammcolayout,Kodigehalli,
Sahakar Nagar Post,
B 5600092

Objective:

My objective is to learn and improve my skills and also implement it according to the company goals. I will go forward when a problem arises and find alternate solutions and make use of available resources completely. I am looking for a challenging job in Digital Marketing field with a competitive environment that offers me an opportunity to exploit my interpersonal and intellectual skills and experience to the maximum potential for the growth of self as well as of the concern wherein I get such a chance.

QUALIFICATION HISTORY:

COURSE	INSTITUTION	UNIVERSITY/ BOARD	YEAR OF PASSING	PERCENTAGE
BACHELOR OF ENGINEERING (MECHANICAL ENGINEERING)	RAJIV GANDHI INSTITUTE OF TECHNOLOGY, BANGALORE	VISVESVARAYA TECHNOLOGIC AL UNIVERSITY, BELGAUM	2019	68%
P.U.C	GOVT PU COLLEGE	STATE BOARD	2015	58.25%
10 th NIOS	N.I.O.S	CENTRAL BOARD	2012	75%

PERSONAL STRENGTHS:

- Good communication skills
- Handling the problems finding alternatives to the same
- Perseverance, Hard work, Decision making, Discipline, Time Management

ROLES AND RESPONSIBILITIES :

Search Engine Optimization(SEO):

- Complete Website Analysis : Handling Onpage SEO + Offpage SEO
- Preparation of pre SEO data business analysis and internet strategy report.
- Essayed a key role in creating meta tags, design suggestions, meta description, content optimization and suitable themed variation in alt tags and site architecture.
- Monitoring social media channels for trends and opportunities.
- Checking Duplication for Content using tools like **Duplichecker,Copyscape**.
- Keyword Optimization, Meta Tag Optimization, Optimizing the web Pages, Competitor Analysis, Adding Negative Keywords, Keywords Density Analysis, Website Speed Analysis, internal navigation, Canonical tag, Google crawl errors , XML sitemap Creation, RSS Feed Creation, Robots Text Creation, Reviewing the content, Special focus on checking for keyword density.
- Hands on Experience in CMS like **Wordpress**.
- Continuously monitoring impressions and clicks and making changes in ON Page.
- Integrating google adwords to google analytics.

TECHNICAL SKILLS

- Ms Office : Ms Word, Ms Excel, Ms Power Point
- Google adwords : Display Networks, Campaigns setup, and Video Network ads. ● Search Engine Tools : Google Analytics, Google webmaster Tool ,Keyword planner,Seoclarity,MoZ,Ahrefs
- CMS Software : Wordpress
- Autocad 2d
- Solid edge

EXPERIENCE:

- Senior Analyst at HCL Technologies Pvt Ltd For 8 months
- Content Analyst in 1-Year 2-Months CONCENTRIX DAKSH
- Digital Marketing Executive for 12 Months in MUKUNDA FOODS PVT LTD

INTERNSHIP:

HAL Pvt. Ltd. period of 1 month from Feb 6th 2019 to March 8th 2019

EXTRACURRICULAR ACTIVITIES:

I do a lot of research on entrepreneurship, self-development and fitness and I speak about motivation and even stay updated myself with current affairs and technology that is happening worldwide and watch a lot of movies and tv shows and I tutor children and do photography and travel to new places.

PERSONAL PROFILE:

Name : Ganesh Kumar c

D.O.B : 20/01/1996

Father's Name :S Chandra Shekar

Gender : Male

Nationality : Indian

Languages Known : English, Kannada, Tamil, Hindi

Hobbies : Cooking,,watching tv shows,gymming

Photography, Playing Basketball , listening songs etc

DECLARATION:

I hereby declare that all information furnished above is true to the best of my knowledge and brief.

Place: Bangalore
Ganesh Kumar c