

SRIMANTH T

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OBJECTIVE

To learn & contribute utmost benefit of the organization and also contributing my ideas for excellence of the organization by the virtue of commitment, teamwork, competence to grow with the organization.

PROFESSIONAL SUMMARY

- Having experience in **Search Engine Optimization** (SEO), Social Media Optimization and Wordpress Development.
- Tools/Techniques used: Google analytics, Google Webmaster, Google Business Listing, Screaming frog, Ahrefs, Semrush, Web CEO, Plug Ins (Yoast,XML).
- Increasing Organic Traffic, Keyword Ranking and website conversion by OnPage & Off page Optimization on Corporate Websites:
 1. Google Webmaster setup - Creating Xml sitemap, Robots.txt file
 2. Google analytics setup - Goal creation for Contact us page visits, Phone number clicks and Funnel setup. Tracking organic traffic, goal conversions and ecommerce tracking
 3. Keyword research and URL mapping
 4. On-page optimization of the website site in terms of URL structure, Title, meta description, H1 tag, Website content optimization, Blog updation, Interlinking and Images (ALT tags and less size)
 5. Fixing On-page issues like Pagination issue, Duplicate(Title, Description, H1), Missing (Title, Description, H1, image alt tag), Image optimization, Broken link, SSL implementation, canonicalization, Site redirection, 301 redirection of duplicate pages and page not found pages to relevant page.
 6. OFF-Page optimization: Google Business Listing optimization and post, G+ post, Directory submission, article promotion, Local listing, profile listing, social bookmarking, image promotion, classified submission.
 7. Optimizing the Google Webmaster keywords to drive more traffic through On-page and off page optimization

WORK EXPERIENCE

Working in **Livspace, Bangalore** as an **Assistant Manager – Growth Marketing** from January 2022 to till date.

ROLES & RESPONSIBILITIES

- Handing SEO for in-house project.
- Responsible for complete On-page Optimization and Google Business Listing Optimization process
- Improving websites to enhance organic search rankings.
- Increase the inquiries through the website to the clients.
- Prepare and send the SEO Improvement reports to the clients in weekly and monthly basis.

PREVIOUS EMPLOYMENT

One year 7 months of experience in **Odigma Consultancy Solutions Pvt Ltd, Bangalore** as a SEO Analyst

One year 2 months of experience in **Masira Digital Marketing Pvt. Ltd, Bangalore** as a **Digital Marketing Executive**.

One year 5 months of experience in **Dot Mappers IT Pvt. Ltd, Bangalore** as an **SEO Analyst**

ROLES & RESPONSIBILITIES

- Optimizing the websites to increase the traffic and ranking.
- Link Building: Search Engine / Directory Submission, Image & document Sharing, Social Book Marking, Article Submission, Blogs Posting, Article, Forum, Social Media Optimization.
- Web site traffic Analysis: Analyze the website for traffic and keywords data includes, bounce rate, top landing pages, exit pages, etc. using Google Analytics

AREAS OF EXPERTISE

- Google Search Engine Optimization (On/Off-Page) and Social media Optimization.
- Google Analytics, webmaster, XML-Sitemap, Website & Keyword Analysis, Word press Development.

ACADEMIC DETAILS

Education	University/School	Year of Passing	Percentage (%)
MBA, HR/Marketing	R V Institute of Management, Bangalore	2017	62.5%
BBM	Veerashaiva College, Bellary	2015	71.97%
PUC	Sri Chaitanya PU College, Bellary	2012	66.8%
SSLC	Ashirwad English Medium School, Bellary	2010	64.96%

COURSE

Certification in “**Advanced Digital Marketing**”

ACADEMIC PROJECTS:

PROJECT (MBA)

- Title: A study on effectiveness of marketing strategies adopted by Alpha Commodities Pvt. Ltd., Bangalore.
- Year: 2017
- Title: “A case study on Business model of “**Opdesa Solutions Pvt. Ltd**”.
- Year: 2016

PROJECT(BBM)

- Title: “**Inventory Management**” in Sree Sugureshwara Rice Mill
- Year: 2015

DECLARATION

I ensure here by that all the information is true to the best of my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.