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# DEEPTHI RAJ

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## SEO Expert / Digital Marketing Expert

### Objectives

A challenging Position in a reputed organization where it may be able to utilize my knowledge and expertise to contribute towards the growth of the organization and achieve professional success.

### Work Experience

Jan 2022 - Present

#### SEO Specialist

*Farahat & Co, Dubai*

Farahat & Co. is a regulated audit & accounting firm by the UAE financial authorities and also registered in the UAE official-related authorities, such as the Courts, Prosecution, free zones, major banks, and arbitration centers.

#### Responsibilities:

- Managing 4 company Websites using Analytics and Reporting Tools.
- On-site optimization and content management for all websites based on Keywords research and improve keyword ranking.
- Topic research based on customer interest and behavior & trends nationally and internationally based on the targeted country.
- Plan and executes content calendar and assign topics to content writers.
- Develop and implement link building strategy using mail outreach, guest posting and press release.
- Create and update the KPI for all websites and prepare weak Ranking and health reports
- Create weekly Keywords rank analysis for all websites to enable taking a decision for the weekly plan.
- Google My Business optimization
- Research for new techniques and new strategies to reach the customer and generate leads.
- Generate content topic based on keyword research, user feedback and trend studies.
- Monitor keyword ranking , organic results using SEMrush paid tool

Mar 2018 – Jan 2022

#### Senior SEO Specialist

*Alwafaa Group Dubai, UAE*

AlWafaa Group, a leading IT solutions company in Dubai, UAE since 2002. They provide quality and cost effective solutions for Website Designing, Website Development, Web/Email/Database Hosting, Domain Registration, Customized Online and Desktop Software Development.

#### Responsibilities:

- Researched and generated detailed SEO/SEM reports for current and potential clients.
- Developed keyword stats, search engine rankings, keyword suggestions, and keyword placement.
- Acted as liaison between development team and client managing site audits, education, reporting, and presentations.
- Provided recommendations for page coding, site architecture, linking, and content structure.

- Delivered consistent and ongoing SEO trend analysis and reports on brand management, competitor monitoring, social media, site analysis, search tracking, and backlink reporting.
- Research and implement search engine optimization recommendations
- Research and analyze competitor advertising links
- Develop and implement link building strategy
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code
- Manage campaign expenses, staying on budget, estimating monthly costs
- Developed and maintained a monthly report of SEO, PPC&
- SMM projects by using report garden paid tool.
- Undertaken the training of newly joined and fresh candidates.
- Handled 10 Google ads and 20 SEO projects at a time
- Created Landing Pages in Html and Wordpress for More than 20 clients

Sep 2017 - Feb 2018

Php Junior Programmer

*Pixtron Logix,india*

Pixtron logix Solutions a full spectrum IT solution Provider Company based in India

Responsibilities:

- Analysis, Design and development of project related modules using php, html,CSS etc.
- Development and testing the components involved.
- Analysis, design and development of database.
- Developing of Web forms and user controls.
- Identifying technical errors that may occur due to bugs in the code.

May 2015 – Nov 2015

Software Programmer

*Avenger Software, India*

Responsibilities

- Developing software for dental clinics based on India, Europe, Singapore
- Responsible for developing , maintain software using .net

## Skills

### Digital Marketing Skill

- Proven SEO Experience
- Proven Leads generating Experience
- Proven quality back link experience must include guest blogging
- Proven SEM experience managing PPC campaigns across Google
- Solid understanding of performance marketing, conversion, and online customer acquisition
- In-depth experience with website analytics tools (e.g. Google Analytics,SEMRUSH)
- Knowledge of ranking factors and search engine algorithms
- Up-to-date with the latest trends and best practices in SEO and SEM
- Solid knowledge of web analytics tools like Google Analytics
- Managing company social media accounts
- Manage and improve lead generation campaigns, measuring result
- Developing the marketing strategy and Monthly plans

### Technical Skill

- Technologies- C,C++, C#.Net ,PHP, Wordpress
- Databases- MySql ,SQL server 2000/2005
- Web Technologies- HTML, Java Script, CSS
- Communication-Office Suite i.e. Excel, OneNote, PowerPoint, M.S Word
- Adobe Photoshop - Basics
- Canva : A graphic design platform creates social media posters and banners
- Google Analytics: Googles' web analytics service that tracks and reports website traffic.
- Google Search Console: A Google tool to monitor, maintain, and troubleshoot your site's presence in Google Search.
- Google Ads: Google's advertising platform.
- Google Data Studio: Google's reporting solution to customize reports
- Google Tag Manager: Google Tag manager is a tool that allows to manage SEO tags on the website without modifying the code.
- SEMrush: Online tool for marketing analytics
- Ahrefs: Online tool for marketing analytics
- Buzzsumo: Online tool for content marketing

## Education

April 2015	<b>Btech</b> Btech in Computer Science and Engineering, University of Calicut, Kerala
April 2012	<b>Poly Technique</b> Master of Computer Applications, Board of technical education, Kerala, India

## Key Achievements

- Google Ads Fundamentals
- Google Ads Search Certification
- Shopping ads Certification
- Google Analytics individual Qualification

## Personal Details

Marital Status	Married
Date of Birth	25-06-1991
Passport Details	N6511949, Issued from regional passport office Cochin, Kerala
Husband Name	Mr Rakesh Gopinath
Languages known	English, Malayalam,Hindi,Tamil

I am totally committed to something which is assigned to me and I work for the betterment of the company and its potential clients and thus I find the growth in myself. I am extremely positive that I will be an asset to the company and I look forward to a long term commitment with my employer.

Date:	Thanking you, Regards
Place:	Sincerely,
	Deepthi Raj