

RESUME

SAROJ KUMAR BEHERA

SEO EXECUTIVE /DIGITAL MARKETING

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OBJECTIVE: -

An enthusiastic and high-energy-driven professional targeting entry-level assignments in DigitalMarketing. Excellent written and verbal communication skills; a passion for keeping up to date with developments in the digital and social media landscape. Having 3+Year Experience.

SUMMARY: -

Experience in writing, rephrasing, proofreading, editing, and managing content both for B2C andB2B clients. Expertise in quickly sizing up assignments, setting priorities, creating a timeline, and delivering high-quality content within defined time frames.

SEARCH ENGINE OPTIMIZATION (SEO)

- ❖ **On Page Optimization**
- ❖ **Off Page Optimization (Link Building)**
- ❖ **SEO Audit**
- ❖ **Key Word Research**
- ❖ **Competitor's Backlinks/Analysis**
- ❖ **Screaming Frog SEO Spider**
- ❖ **Google search Console**
- ❖ **Strong knowledge of SEO Tools (keyword tools, Google Search Console, Semrush, Moz, Ahref, Website Health Maintenance, Rank Tracking, Competitor Analysis, New Development)**

SOCIAL MEDIA MARKETING (SMM)

- ❖ **YouTube Ads**
- ❖ **Face book Ads**

OTHERS: -

- ❖ **SEO analyst**
- ❖ **Google Ads**
- ❖ **Facebook Ads**
- ❖ **FCC- Flipkart Commerce Cloud**
- ❖ **Flipkart Ads**
- ❖ **Neo Flipkart**
- ❖ **Microsoft office**

EXPERIENCE: -

Having 7 Month of experience Dentsu Advertising and media services India private Limited as a Media Executive from (03-01-2022 to 05-07-2022).

Roles and Responsibility: -

Manage Both On-page SEO and Off-Page SEO

Optimize copy and landing pages for search engine marketing: -

- ❖ Preform ongoing keyword discovery, expansion and optimization.
- ❖ Work with the development team to ensure SEO best practices are properly implemented on newly developed code.
- ❖ Developed and implement link building strategy.
- ❖ Work with editorial and marketing teams to drive SEO in content creation and content programming.
- ❖ Recommend changes to website architecture, content, linking and other factor to improve SEO position for target keywords.
- ❖ Bread Crumb/Navigation Path.
- ❖ Robots.txt, Schema.org, sitemap.xml.
- ❖ 301 Redirection.
- ❖ Competitor Backlink Analysis.

Off-Page SEO: -

- ❖ Social Bookmarking
- ❖ Profile Bookmarking
- ❖ Business Profile submission
- ❖ Directory Submission
- ❖ Blog Commenting Submission
- ❖ PDF Submission
- ❖ Forum Submissions
- ❖ Press Release Submission

INTERNATIONAL SEO: -

.in, .Com , .co.in , .Net, .info

This is use for different country language link code Generator.

Having 6- Month of experience as ad Operation executive in Startek Pvt.Ltd (Contractual) June -2021 to December 31st 2021.

Roles and Responsibility:

- ❖ Creating Campaign like PCA (Product contextual ads)
- ❖ Vcpm Campaign
- ❖ Doing Health Check
- ❖ Closely working with tech and advertiser to find solution as well as troubleshoot technical issues.

Having 2+ year of Experience as digital Executive/SEO in CityMax (India) Hotel Pvt. Ltd. (Landmark Group) (5th -10- 2018 to 15th DEC. 2020)

Roles and Responsibility: -

- ❖ Troubleshoot technical issues, working closely with tech and advertisers to find solutions.
- ❖ Review insertion orders, secure campaigns assets, drive creative kick-off calls, and manage custom creative components including lead times.
- ❖ Support the Ad Operations and Sales teams with inventory forecasting
- ❖ Collaborate with third-party partners in creating, testing, and flighting rich media and mobile campaigns.
- ❖ Ensure platform support and work closely with internal and external QA teams for ongoing verification.
- ❖ Manage and support the Ad Operations team's relationship with platform developers, provide on-call support as required for after hours, client-related emergencies.
- ❖ Traffic and monitor online advertising campaigns for the Key Accounts group including creative upload, creative testing, optimization, and any applicable edits in a timely and accurate manner.
- ❖ Estimate and report on current/future available inventory levels.
- ❖ Assist with monthly reconciliation for all advertising campaigns in conjunction with the finance team & manage the day-to-day relationships with our ad serving partners.

Education: -

- ❖ Graduate from F.M University in B.sc (General)
- ❖ CERTIFICATIONS-IRDA Certification for insurance From HDFC life insurance from 2016.

Strength: -

- ❖ Strong attention to detail, organizational skills, excellent communication skills.
- ❖ Strong organizational, planning and problem-solving skills with proven ability to identify and prioritize critical issues.
- ❖ Strong communication skills with an emphasis on being a team player and providing excellent customer service.

- ❖ Detail-oriented with strong organization and project management skills, including ability to multitask and prioritize across multiple simultaneous work streams.
- ❖ Strong computer skills and design knowledge are required. Attention to detail is a key skill.
- ❖ Good management, communication and time prioritization skills.
- ❖ Confident, Sincere about responsibilities, Adjusted to any.

Hobbies: -

- ❖ Playing Cricket, Reading Financial book, Listening Hindi old song.

Personal Information: -

- ❖ Fathers Name – Gajendra Behera
- ❖ Mothers Name- Shantilata Behera
- ❖ D.O. B - 18TH March 1990
- ❖ Nationality - Indian

Permanent Address-

Sabanga , Mahammadpur ,Simulia ,Balasore ,Odisha -756126

Mailing Address: -

Venkatesh Residency, # 249 ,4th Cross 2nd floor, Bellandur, Bangalore-560103, Karnataka

Declaration: -

I S. SAROJ hereby declare that the above information is True to the Best of my Knowledge, eagerly waiting for your positive Response.

Date: -

Place: - Bangalore

(Saroj Kumar Behera)

