

G.HARIDAS

Senior SEO Specialist



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A versatile, high-energy professional with the distinction of executing projects, seeking tactical level assignments in **Digital Marketing and SEO** with an organisation of high repute, preferably in Bangalore/Chennai

CORE COMPETENCIES

Digital Marketing

SEO Specialist

Google Analytics

KPI Reporting

Website Audit

Data Analysis

SEO Strategy and Planning

Team Management

White Hat SEO Marketing

Knowledge Sharing

Client Engagement

TECHNICAL SKILLS

- **Web Technologies:** HTML, CSS, Basic JavaScript, FTP server Handling
- **Google SEO Tools:** Google Ads, Google Tag Manager, Google Analytics, Search Console, Google Trends
- **SEO Tools:** Ahrefs, Screaming frog, Raven tool, SEMrush, Moz Pro, Hotjor
- **Social Networking:** Reddit, Facebook, Twitter, LinkedIn, Instagram
- **Paid Campaign:** Google Ads, LinkedIn, Quora

PROFILE SUMMARY

- Performance-driven professional **over 8 years** of rich & extensive experience in Digital Marketing, SEO, SMO, Google Ads and KPI Reporting
- **Digital Marketing Specialist** with proficiency in delivering outstanding business growth outcomes by repeatedly exceeding targets, and **penetrating new markets** for revenue expansion & business growth
- **Growth Catalyst** with impressive success in managing a clientele of over 20 and greatly improving the websites of those clients' among the main 3 search engines (**Google, Bing**) for the majority of the keywords
- Hands-on experience in **SEO Audit, Google Ads and Organic Growth** and **pre analysing solutions** for potential clients
- Highly skilled in **conceiving & implementing digital marketing plans** that fuelled market-place presence, revenue growth, brand visibility & loyalty and footfalls
- Pivotal in **SEO implementation** using tools including **WordPress, AEM and On page optimization**
- Possess deep understanding of **Web Analytics (Google Analytics), Google Ads and Google Tag Manager** implementation
- **People Leader**, who has successfully led and motivated teams in cross-cultural environment towards growth and success in the organization; created a clear & compelling view of future through coaching and execution
- **A strategist** with recognized proficiency in spearheading business to accomplish corporate plans and goals successfully

PROFESSIONAL EXPERIENCE

Jan'2023 to till as SEO Specialist & Website Administration with Elektrobot India Pvt. Ltd.

Role:

- Reviewing web content, links, and design; providing necessary updates and enhancements in a timely manner
- Instituting & executing digital marketing strategies, making decisions and overcoming complex business challenges using experience-backed judgment, strong work ethics and irreproachable integrity
- Exploring business potential, opportunities as well as clientele to secure profitable business volumes
- Conducting competitor analysis & competency mapping for keeping update of market trends and competitor moves to achieve market share
- Managing the content of WordPress website
- Publishing content locally for a global audience; and analysing keywords
- Performing web analytics to track website performance with a range of technologies, identifying problems, and providing solutions

Aug'2021 - Dec'2022 as Senior SEO Analyst with Microchip Technology

Role:

- Used on-page strategies and optimised keywords
- Worked on web analytics to track website performance, identified problems, and suggested fixes
- Performed technical SEO strategies for the performance of websites
- Participated in Google AdWords (PPCs) campaign strategy planning (APAC, Europe, and USA areas)
- Resolved website technical issues
- Used Adobe experience management for SEO implementation

EDUCATION

- **2013:** BE in ECE from Gnanamani College of Technology, Namakkal with CGPA 5.9
- **2009:** 12th from Govt. Boys Hr. Sec School, Uthangarai with 64.8%
- **2007:** 10th from Govt. Hr. Sec. School, Mitappalli with 70.39%

SOFT SKILLS

Analytical
Communicator
Collaborator
Interpersonal
Intellectual
Creative & Innovative

PERSONAL DETAILS

- **Date of Birth:** 4th March 1992
- **Languages Known:** English & Tamil
- **Address:** Bangalore

- Used data analysis and Google Analytics to track and assess the performance of organic growth
- Set and achieved SEO KPI and MBO objectives
- Fixed website speed problems and created a positive user experience

Jun'2016 - Jul'2021 as SEO Team Lead with Champions Info Metrics Pvt. Ltd.

Role:

- Engaged in technical SEO activities, included on-page and off-page activities, keyword and competitor analysis, and optimization
- Planned strategies for building link campaigns, submitted articles, blogs, guest post, built broken link, built competitor link, and coached team to develop quality back link activities using white hat tactics
- Created and delivered weekly and monthly reports to internal clients. (Traffic, website usage, earnings, and growth reports)
- Tracked customer journeys and traffic using Google Analytics, SmartLook, Bing Clarity, and Hotjar
- Gained experience of over 4 years with the following tools Ahrefs, Semrush, Woorank, Moz & Raven tools
- Used search console to monitor site performance and correct web issues
- Investigated market prospects, industry trends, competitive analysis, and lead generation
- Prepared a weekly checklist to monitor and evaluate all the technical and foundational elements of the website
- Managed traffic reports for clients after analysing traffic performance
- Improved conversion rates to boost goal conversions
- Used WordPress CMS for SEO Implementation
- Examined and improved pages that are mobile-friendly
- Kept a check on CDN, Web Core Vitals Metrics for concerns with server response speed and delay
- Performed A/B testing for mobile page performance and top landing pages
- Operated on page optimization (Meta tags, xml sitemap, robots.txt,schema.org) content marketing

Highlights:

- Promoted as SEO Team Lead
- Received a certification for best employee of the year in 2018
- Appraised as Employee of Prompt fulfilment in 2019
- Certified in Advance Google Analytics in 2021
- Got certified as Hubspot SEO Expert in 2022

Jan'2016 - May'2016 as SEO Analyst with 3Sins Technologies Pvt. Ltd.

Oct'2014 - Oct'2015 as SEO Executive with Fomax Information Technologies