

PRASHANTH CHANDRASEKHAR

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SUMMARY

An experienced SEO professional with 3.5 years of expertise, eager to contribute to team success through hard work, attention to detail, and excellent organizational skills. Motivated to learn, grow, and excel in the digital marketing industry.

WORK EXPERIENCE

SEO Analyst

STAN VENTURES • Bengaluru, Karnataka, 09/2019 - 07/2021

- Plan and advise on-page optimization strategies based on the website's needs..
- Analyze the website and do keyword research to optimize content and discover opportunities aligned with client objectives.
- Gain insight into new strategies by researching and analyzing competitor websites and advertising links. Coordinate link-building campaigns with client SEO goals.
- Worked with the internal team to investigate critical SEO-related issues, including search engine programs such as XML sitemaps, shopping feeds, and webmaster tools. Provided diagnostic reports and impactful solutions to clients.
- Continuously researched and improved keywords to boost organic search and drive relevant traffic to the site.
- Responsible for auditing & reporting the client's website requirements such as competitor analysis, internal link audits, technical SEO audit, content gap audit, On-Page & Off-Page Optimization, and implementing the same.
- Built the links using a few latest link-building techniques, including blogger outreach, guest posting, and avoiding keyword cannibalization to build high-quality links.
- Tracking metrics such as organic traffic, conversion rates, and time spent on the page using tools like Google Analytics, Google Search Console, SEMrush, Ahref, etc.

Digital Marketing Executive

PLAY ON FITNESS • Bengaluru, Karnataka 02/2019 - 08/2019

- Provided white hat SEO services that include planning and implementing SEO strategies, On-page SEO, keyword research, Blog ideas, content optimization, link-building campaign (outreach), competitor analysis, technical audit, schema generation and optimizing social media profiles.

Digital Marketing Analyst

BOOK MY SCAN • Bengaluru, Karnataka 09/2017 - 09/2018

- Performed keyword research and optimized the content on the pages.
- Tracking the indexing, search console errors, and other technical SEO and ensuring the site is performing well and accessible globally.
- Handling all website performance tracking tools; Google Analytics, Google Search Console, Bing Webmasters, Google Tag Manager, and CMS (WordPress).
- Worked with other teams like technical, performance marketing, social media and content teams to align goals and improve site performance and rankings.
- Link building (Submissions, content sharing, Quora answers, outreach, and guest posting).
- Worked with the content team to create content that works for us and generates organic.

Marketing Executive

POLYPIPES INDIA Pvt Ltd • Chennai, Tamil Nadu 03/2014 - 05/2017

- Conducted market research on rival products.
- Answering client queries about product specifications and uses.
- Maintaining client relations.
- Tracking sales data to ensure the company meets sales quotas.
- Provides information by collecting, analyzing, and summarizing data and trends.

Customer Support Executive

AEGIS LIMITED • Chennai, Tamil Nadu 06/2013 - 02/2014

- Resolving customer complaints brought to our attention.
- Conducting quality assurance surveys with customers and providing feedback.
- Handled customer inquiries, answered questions, and resolved problems on time.

EDUCATION

Bachelors of Science in Mathematic: Shree Chandra Prabhu Jain College • Minjur, Tamil Nadu
Graduated May - 2012

HSC: K.L.K Govt Higher Secondary School • Gummidipundi, Tamil Nadu Graduated April - 2009

SSLC: K.L.K Govt Higher Secondary School • Gummidipundi, Tamil Nadu Graduated April -2007

KEY SKILLS

- Complete website SEO auditing
 - Optimizing the On-page SEO elements
 - Keyword research
 - Competitor analysis
 - Link building (blogger outreach, guest posting, content sharing, etc.)
 - Local SEO (GMB listing, Business directories, local listings, etc.)
 - Knowledge of current SEO trends & algorithm updates
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TOOLS

- **Website Performance Tracking Tools:** Google Analytics, Google Search Console, Google Tag Manager
 - **SEO Tools:** Ahref, SEMrush, Moz, Uber suggest, Screaming Frog, Buzz Sumo
 - **Keyword Research Tools:** Google Keyword Planner and other SEO tools
 - **Content Management Systems (CMS):** WordPress, Shopify, Wix
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PERSONAL INFORMATION

Date of Birth	:	2nd August 1992
Alternate Email Id	:	prasanthchandhu02@gmail.com
LinkedIn	:	Linkedin.com/in/prshanth-chandhu
Skype	:	prasanthchandhu02
Languages Known	:	English, Tamil, Telugu, Kannada

DECLARATION

I do hereby confirm that the information presented above is true to the best of my knowledge and belief.