

CHANDAN SETHI

SEO Analyst

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Roopena Agrahara, Bangalore



SUMMARY

A dedicated and skilled Marketing Analyst with 3 years of experience in analyzing website traffic and user behaviour to improve website performance and enhance user experience. Proficient in using various web analytics tools, including Google Analytics, Adobe Analytics, and Mix Panel. Experienced in analyzing website data to create actionable insights for website optimization and business decision-making.

EDUCATION

Biju Pattnayak. University

B.Tech , Padmanava College Of Engineering (BPUT) in 2016 to 61%

SKILLS

- Proficient in web analytic tools such as Google Analytics, Adobe Analytics, and Mix panel.
- Experience in A/B testing and website optimisation.
- Ability to work independently and as part of a team
- Assuring proper implementation of different digital marketing tools and techniques such as SEO, PPC advertisement, email marketing, Keyword analysis and research.

CERTIFICATIONS

- Google Analytics Certification.
- Google Shopping Advertising
- Google Video Advertising Certification.

PROFESSIONAL EXPERIENCE

SEO Executive

Udaan India Pvt.ltd | Sept -8-2018 - April-11-2019

- We have conducted thorough keyword research and analysis to optimize website content and improve organic search rankings.
- Analyzing the site from the SEO point of view, implementing 301 Redirect, Correcting Broken Links.
- Assuring proper implementation of different digital marketing tools and techniques such as SEO, PPC advertisement, email marketing, etc.

SEO Executive

KREDX | January-2020 - April-2020

- Analyze website traffic and user behaviour to identify areas of improvement for website performance and user experience.
- Creating awareness about the company's brand and Web traffic analysis using various digital tools like Google Analytics
- Conducted thorough of HTTPS, HTML5, AMP, Canonicals, Schemas etc. and ability to implement these technically.

SEO Executive

MASIRA Digital Marketing Pvt. ltd | SEPT-2020 - SEPT-2022

- Assisted executive secretary in managing and coordinating schedules, meetings, and travel arrangements for senior executives
- Conducted research and prepared reports on various topics related to the company's operations and industry trends
- Provided administrative support, including answering phone calls, responding to emails, and preparing correspondence

SEO Analyst

JCPenney | NOV-2022 - April-2023

- Participated and executed/managed strategies for content development in order to meet SEO goals.
- Work with the Technical Team to plan technical enhancements and identify efforts vs. impact analysis.
- Conducted thorough of HTTPS, HTML5, AMP, Canonicals, Schemas etc. and ability to implement these technically.