

CURRICULUM VITAE

R. Bala Abirami

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Attibele, Bengaluru, Karnataka

Objective

Looking for a better opportunity, where my skills and knowledge are utilized and enriched for the growth of the organization and get an opportunity for better learning.

Professional Summary

- 13+ years of work experience in SEO Industry
- Expertise in Search Engine Optimization and Search Engine Marketing
- SEO Audit and Analysis for SEO friendly and User-friendly website
- Team Management and client Co-ordination
- Keyword Research using Google Keyword Suggestion Tool
- Good Expertise in On Page Optimization and Off Page Optimization
- Comprehensive Knowledge in Social Media Marketing and Social Media Optimization
- Exposure to manage Google Adwords Account / FB Ads
- Well versed with web tools like Google Analytics and Google Webmaster tools
- Knowledge in SEO Plugins for Wordpress Blogs
- Well versed with various SEO Tools like Screaming Frog, Moz Tools, Copyscape, Page Speed Tools, SEMRush, Google Search Console, Ahrefs etc.

Career Profile

- Working as SEO Expert at HyreSnap, Bengaluru (Full Time – Hybrid) from Aug 2023 to till now.
- Worked as SEO Specialist, Grizon Tech (Remote) from Dec 2022 to May 2023.
- Worked as Digital Marketing Consultant (Remote) KuchKuch.com, USA from Jan 2021 to Nov 2022
- Worked as SEO Analyst (Remote) for Brain and Spine Rehab, Netherlands from Jan 2021 to Sep 2022.
- Worked as SEO Analyst (Remote) for Arhanta Yoga Ashrams, Netherlands from April 2020 to Dec 2020.
- Worked as SEO Analyst (Remote) for Coalition Technologies, Los Angeles, CA, USA, from Oct 2018 to Sep 2019
- Worked as SEO Specialist (Remote) for Kaizer Leather, Dubai from Sep 2016 to May 2018.
- Worked as Digital Marketing Lead (Remote) at ReachIvy, Mumbai from June 2015 to Aug 2017
- Worked as Associate Manager Online Marketing for iQuanti, Bengaluru from April 2014 to Mar 2015
- Worked as SEO Specialist for iQuanti from April 2012 to March 2014
- Worked as a Sr.SEO Engineer for Procentris Pvt Ltd, Bengaluru from May 2011 to March 2012
- Worked as a Senior Executive for Dot Com Infoway from December 2008 to May 2010
- Worked as a SEM Executive for Dot Com Infoway from July 2007 to November 2008
- Worked as a SEO Executive for Nucus Business Solutions from August 2006 to June 2007

Career Highlights

SEO Expert, HyreSnap (Hybrid) Bengaluru

- Perform ongoing keyword discovery, expansion and optimization
- Audit, Research and implement search engine optimization recommendations
- Research and analyze competitor websites
- Develop and implement link building strategy
- Work with the development team to ensure SEO best practices are properly implemented
- Optimize old Blog Post to rank higher
- Doing Keyword research, Topics and posting Content for new Blogs
- Conducting OutReach Campaign

SEO Specialist, Grizon Tech (Remote), India

Worked for Client and In-house website

- <https://grizontech.com/>
- <https://brilliantminds.one/>

SEO Tasks Carried Upon:

- Keyword Research, Funnelling Keywords based on Intent, Mapping keywords
- Content Gap analysis
- Technical Audit, On Page Optimization
- Co-ordination with Content Team for writing SEO Friendly content
- Webmaster Search Console analysis and error rectification with DEV Team
- Off Page strategy creation and execution.
- Trend Analysis for Blog Topic Selection
- Blog optimization
- Link Building works for the website
- Competitive analysis / Competitive Link Building.
- Tracking Visits and Reporting

SEO Analyst (Remote) Brain and Spine Rehab, Netherlands

Working for official website of Brain and Spine Rehab

<https://www.brainandspine.rehab/> (Dutch)

Other Domains of the Company

<https://uk.brainandspine.rehab/>
<https://www.brainandspinerehab.com.cy/>
<https://www.brain.rehab/>
<https://brainrescue.com/>
<https://www.concussion.coach/home>
<https://www.poststroke.coach/>

Working for other languages

<https://de.brainandspine.rehab/> (German)

Main SEO Tasks Carried upon:

- Keyword Research, Funneling Keywords based on Intent, Mapping keywords
- Content Gap analysis
- Technical Audit, On Page Optimization
- Webmaster Search Console analysis and error rectification • Off Page strategy creation and execution.
- Blog optimization
- Link Building works for domains of the website
- Gaining High Authority Backlinks to the website.
- Competitive analysis / Competitive Link Building.
- Gaining language specific backlinks to other language sites.
- Brand Monitoring & Reputation Management
- Handling Linkedin and Twitter profiles of the company
- Tracking Visits and Reporting

Digital Marketing Consultant (Remote) at Kuchkuch.com, USA.

Worked for the complete Online marketing strategy for the website <https://kuchkuch.com/> to increase the online visibility of the website across Indians in the USA. Main tasks include,

1. Search Engine Optimization
 - Planning complete SEO strategy for the website and execution
2. Social Media Marketing
 - Social media strategy planning and execution with the help of Content writers and Designers. Social websites worked involve Facebook, LinkedIn, Twitter Etc.
 - Maintaining the official Facebook page of the website and promotions to reach the targeted audience.
3. Email Marketing
 - Newsletter promotions for the website using mailchimp.com
4. Content Optimization
 - Creation of content requirements, planning and executing with the help of content writer.
5. Blog Optimization
 - Creation of content, social promotions for the blog
6. Off Page Strategy Creation and Execution
7. Google Search Console Error Rectification
8. Competitive Analysis
9. Tracking Visits and Reporting
10. Team Co-ordination and Execution of Online marketing Works.

SEO Analyst (Remote) for Arhanta Yoga Ashrams, Netherlands

Worked for official website of Arhanta Yoga Ashrams

<https://www.arhantayoga.org/>

Worked for all other languages sites of the company like

<https://www.arhantayoga.nl/> (Dutch) <https://www.arhantayoga.de/>

(German) <https://www.arhantayoga.fr/> (French)

<https://www.arhantayoga.eu/es/> (Spanish)

Main SEO Works carried on for all sites

- Keyword Research, Funneling Keywords based on Intent, Mapping keywords
- Content Gap analysis
- Technical Audit, On Page Optimization
- Webmaster Search Console analysis and error rectification with developer's help
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- Off Page strategy creation and execution
- Blog optimization
- Monitoring Link Building Works done by the team members.
- Gaining High Authority Backlinks to the website.
- Competitive analysis
- Gaining language specific backlinks to other language sites.
- Tracking Visits and Reporting

SEO Analyst Remote @ Coalition Technologies, United States

URL: <http://coalitiontechnologies.com/>

- Worked for more than 20 clients for the company which involved various industries.
- Performing full SEO website analysis for clients, finding problems and implementing solutions.
- Doing thorough keyword research and prioritizing keywords using best practices
- Creating 301 redirects, HTML / XML sitemaps, title tags, meta descriptions, Schema implementation.
- Online public relations, link building, social media profile setup and improvement

SEO Specialist (Remote) @ Kaizer Leather, UAE.

URL: <https://www.kaizerleather.com>

Worked for Company's Ecommerce website

- Keyword Research, Funneling Keywords based on Intent, Mapping keywords
- Content Gap analysis
- Technical Audit, On Page Optimization
- Off Page strategy
- Blog optimization
- Driven business for the website through online marketing strategy.
- Google Adwords campaign for the website.
- Helping in Social Media strategy

Digital Marketing Lead (Remote) at ReachIvy, Mumbai, India.

URL: <http://www.reachivy.com/>

Worked for their Educational Company website.

Keyword Research, Funneling Keywords based on Intent, Mapping keywords
Content Gap analysis

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- Technical Audit, On Page Optimization
- Off Page strategy
- Blog optimization
- Driven business for the website through online marketing strategy.
- Worked for Adwords and Facebook Ads for the company website.

Associate Manager SEO / SEO Specialist for iQuanti, Bengaluru

Worked for clients like American Express, CHIP etc

Project: American Express Global Corporate Payments

URL: <https://business.americanexpress.com/us>

- Keyword Research, Funneling Keywords based on Intent, Mapping keywords
- Content Gap analysis
- Technical Audit, On Page Recommendations
- Off Page strategy

Project: American Express Insurance Services

URL:

- <https://insurance.americanexpress.ca/>
- <https://insurance.americanexpress.co.uk/>
- <https://insurance.americanexpress.com.sg>
- <https://insurance.americanexpress.com.au>
- Worked for various regions of AMEX Insurance Services like UK, CA, SG and AU.
- Keyword Research, keywords theme and mapping landing pages
- Identifying Content Gaps and providing recommendations
- Region wise analysis and recommendations
- On Page Optimization including keyword research, Meta tag creation
- Competitor Analysis
- Off Page Recommendations

Project: American Express Gift Cards & Prepaid Cards

URL:

- <https://www.americanexpress.com/gift-cards/>
- <https://www.americanexpress.com/us/content/prepaid/reloadable-cards.html>
- On Page Optimization
- Off page Recommendations
- Biweekly Reporting

Sr.SEO Engineer @ Procentris Pvt Ltd, Bengaluru, India.

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Worked for www.yousendit.com (currently <https://www.hightail.com>)

- Search Engine Optimization
- Website Audit and Analysis
- On Page Optimization
- Managed Large PPC Accounts
Keyword Research, Ad copy writing, Keyword Grouping & Competitor Strategy Analysis
Analysis on Campaign level, Ad group level & keyword level and reporting
Analysis on reducing spend and improving conversions
- Track and analyze key search metrics and execution, this may include Bid Adjustments and/or Campaign Optimization.
- Ongoing PPC campaign management and maintenance.

Senior Executive for Dot Com Info way from December 2008 to May 2010

Client 1#: **Bwired Group Inc., Australia**

Description: Bwired Group is a CMS based website designing and web Strategy Company. Target was to win more Australian clients for the company.

Roles and Responsibilities:

- Managed full service SEO, SEM and SMM campaigns for the SEO clients of the company and to drive more regional traffic and quality leads.
- Complete SEO audit and Website analysis to improve Search engine friendliness and user friendliness
- Assistance in implementing the SEO suggestions to improve the conversion rate of the website
- Implementing the below mentioned On Page Optimization techniques using their Content Management System
 - Keyword Research ◦ Title Tags creation ◦ Meta Tags Creation ◦ XML sitemap Creation ◦ Robots.txt File Creation ◦ Google Account Set Up
 - Image Optimization
- Assisting the link builder to work on the advanced link building methods like Tools Promotions, White Paper submissions and Press Release Distribution
- Creation of Social Media profiles for the company to create online presence and brand awareness for the company including Facebook Page creation, Facebook Group creation, Twitter profile creation, LinkedIn Group creation and maintaining all the profiles up-to-date.
- Identifying and Implementing strategies to improve the quality traffic and leads to the website
- Managing various PPC campaigns in Google Adwords and MSN AdCenter
- Preparing Weekly Traffic and Goal Reports
- Co-ordination with Client Email and Chat

SEO / SMM / PPC Projects:

- www.bwired.com.au
- www.midas.com.au
- www.shivermetimbers.com.au
- www.acc-catering.com.au
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SEO audit and Website Analysis:

Worked in the below websites to find the search engine friendliness and User friendliness of the website by analyzing various SEO aspects like canonical issues, Duplicate Content, Search engine index status etc.,

- www.nintendo.com.au
- www.federationsquare.com.au
- www.partyforstarys.com.au
- www.pmcycles.com.au www.austcoast.com.au www.coredna.com
www.co2australia.com.au

Client 2#: **HPC Systems, USA**

Website: www.hpcsystems.com

Description: HPC Systems Inc., is a manufacturer of high performance computing systems like servers, workstations etc., The aim was to improve their sales online and bring top positions for the keywords in Google.

Roles and Responsibilities:

- Website Analysis and implementing SEO suggestions by coordinating with integrators.
- On-Page Optimization including Title Tag Optimization, Meta Tag Inclusion, Image Optimization, Sitemap Inclusion, Robots.txt file inclusion
- Assisting in Off Page Optimization including Niche link building, Competitive link building, Blog Promotions, General directory submissions, press releases and social bookmarking • Tracking visitor trends and goals through Google Analytics
- Tracking keywords and report update on monthly basis.

SEM Executive @ Dot Com Infoway from July 2007 to November 2008

Client 3#: **Mongoose Bicycles, USA**

Website: www.mongoose.com

Roles and Responsibilities:

- Complete Website analysis and providing SEO suggestions
- On Page Optimization including Keyword Research, Title tag Optimization, Meta Tags Optimization, Image Optimization, Sitemap Creation and Robots.txt file inclusion
- Link Building for the website which includes
 - General Directory Submissions ○ Social Bookmarking ○ Forum Submissions ○ Niche and Regional Directories Submissions ○ Thematic Link Building ○ Local Business Listings ○ Competitive Link Building
 - User Generated content like blog posts, Squidoo lens creation etc.,
- Using Google Analytics to determine the marketing efforts and keywords which are driving more valuable traffic and leads.
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- Regular monitoring of the website Rankings.
- Monthly Keyword Report Generation for the targeted keywords in Major Search Engines

Client 4#: **GT Bicycles, USA**

Website: www.gtbicycles.com

Roles and Responsibilities:

- Complete Website analysis and SEO audit
- On Page Optimization including Keyword Research, Title tag Optimization, Meta Tags Optimization, Image Optimization, Sitemap Creation and Robots.txt file inclusion Link Building for the website which includes

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- General Directory Submissions ○ Social Bookmarking ○
 - Niche and Regional Directories Submissions ○
 - Thematic Link Building ○ Local Business Listings
 - Competitive Link Building
- Analysis and implementing strategies to improve the online sales of the products through shopping cart.
- Using Google Analytics to determine the marketing efforts and keywords which are driving more valuable traffic and leads.
- Regular monitoring of the website Rankings.
- Monthly Keyword Report Generation for the targeted keywords in Major Search Engines

In-house Project 5#: SEO Services Group

Website: www.seoservicesgroup.com

Description: SEO Services Group is the company's own website providing details about the SEO Services provided by the company. The target was to bring more leads and visitors from US region.

Roles and Responsibilities:

- Complete optimization of the website after the revamp and server change of the website.
 - User Sitemap set up based on the SEO Friendliness and User Friendliness of the website
 - Implementing strategies to improve the conversion rate of the corporate website.
- Content Optimization by co-coordinating with the Content writers to pad the targeted keywords so that the Keyword Density, Keyword proximity and Keyword Prominence are maintained correctly in all the services pages.
- On-page Optimization including Keyword Research and analysis, Title Tag and Meta tag inclusion, XML Sitemap Creation, Robots.txt file creation
- Assisting the programmer on the inclusion of SEO friendly and user-friendly theme and plug-ins into the WordPress Blog in the website.
- Worked on the Off-Page Optimization techniques including
 - General Directory Submissions ○ Search Engines
 - Submissions ○ Business Listings ○ Niche Three-way Link
 - building ○ Blog Promotions ○ Social Media
 - Promotions ○ Social Bookmarking ○ Article Submissions ○
 - Competitive Link Building ○ SEO Tools Promotions
 - Press Release Distribution
 - RSS Feed Promotions
- Tracking the visitors and marketing efforts through Google analytics and working on the tactics to improve US based traffic.

SEO Executive at Nucus Business Solutions from August 2006 to June 2007

Roles and Responsibilities:

On Page Optimization

- Keyword Research and Analysis
- Title and Meta Tag Optimization

- XML Sitemap Creation and Inclusion
- Robots.txt file Inclusion

Off Page Optimization

- Blog Promotions
- General Directory Submissions
- Blog Directories submissions • Forum Submissions
- RSS Directories Submissions

Academic Profile

Education	Institute/University	Year of Passing	Percentage
B.E (Electrical & Electronics)	Sree Sowdambika College of Engineering – Madurai Kamaraj University	April 2004	82.81
Higher Secondary	St. Joseph’s girls Higher Secondary School, Madurai	April 2000	86.25
Matriculation	Seventh Day Adventist Matriculation Higher Secondary School, Madurai	April 1998	83.91

Technical Specialization

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Social Media Optimization (SMO)
- Google Analytics & Webmaster Tools
- Landing Page Optimization
- Generating Leads, Sales and Relative Traffic through Online
- Market Research and Industry Analysis
- Online Marketing and Branding
- Pay Per Click (PPC)
- Languages : C, C++, Java, J2EE
- Database : Oracle 9i
- Packages : MS Office
- Operating System : Windows 9x, MSDOS
- Assembly : 8085 (8086). languages

Certifications Obtained

- a. Certificate in Developing Enterprise Application & Web Services Using J2EE Technologies from NIIT.
- b. Certification in Oracle 9i as a part of Oracle’s Workforce Development Program.

Skills

- Develop strategy and execute plan for growth of organic traffic the best practices of the industry and usability guidelines
- Guiding the Team on the industry learning's and co-ordination with web designers and content writers
- Keep up-to-date with the latest search trends and technologies to ensure peak performance on all SEO initiatives
- Develop business process based on the requirement of the client and maximize the Return on Investment

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[Facebook](#)

Personal Profile

Languages Known	:	English, Tamil and Telugu
Date of Birth	:	23.10.1982
Gender	:	Female
Marital Status	:	Married

Declaration

I hereby declare all the above-furnished details are true to the best of my knowledge. Further, I will gladly furnish references upon requirements.