

SANTHOSHKUMAR S

SEO Specialist | Senior Digital Marketing Analyst

+ 91-9944097956

santhosh99440@gmail.com



<https://www.linkedin.com/in/santhosh-kumar-be/>



https://twitter.com/Santhosh_290395

STRENGTHS:

Analytical Thinker

- Utilized data-driven strategies to improve SEO performance.

Excellent Communicator

- Coordinated with cross-functional teams to align marketing goals, resulting in a unified and effective strategy.

Creative Content Creator

- Developed engaging website content, including blog posts and pages, that increased site traffic.

LANGUAGES:

Tamil (Native)

English (Advanced)

SUMMARY

With over 6.5 years of working experience in SEO, I have a proven track record of developing effective organic SEO and delivering measurable results. My technical skills include proficiency in SEO tools like Ahrefs, Screaming Frog, SEMRush, Google Search Console and Google Analytics. One of my biggest achievements was boosting a client's organic traffic by 50% within six months.

WORK EXPERIENCE

- Developed and executed an effective SEO strategy that increased organic traffic.
- Implemented SEO best practices, resulting in improved search engine rankings.
- Used tools like Ahrefs, Screaming Frog, SEMRush, Google Search Console, and Google Analytics to track and report on organic performance metrics.

Trubicars Pvt. Ltd, CANADA (01st June 2022 to Present)

Position: SEO Specialist

COMODO Pvt. Ltd, CHENNAI (09th May 2019 to 31st May 2022)

Position: Senior Digital Marketing Specialist

Iyanar Infotech Pvt. Ltd, CHENNAI (14th Nov 2018 to 23rd April 2019)

Position: SEO Analyst

EXAMFOCUS Pvt. Ltd, CHENNAI (21st August 2017 to 8th October 2018)

Position: SEO Analyst

PROJECT HANDLED

- **COMODO** (<https://comodo.com/>) (Comodo Group of Domains)
- **BelugaCDN** (<https://www.belugacdn.com/>)
- **Itarian** (<https://www.itarian.com/>)
- **Whichhomeautomation** (<https://whichhomeautomation.com/>)
- **Ezlo Shop** (<https://ezlo.shop/>)
- **Salentit** (<https://salentit.com/>)
- **GetVera** (<http://getvera.com/>)
- **Numsp** (<https://www.numsp.com/>) (Numsp Group of Domains)
- **Trubicars** (Handling Driving School partnership websites)

EDUCATION

- Bachelor's Degree in Mechanical (2012-2016)

Shri Angalamman College Of engineering & Technology (Under Anna University)

ACHIEVEMENTS

- Achieved the monthly targeted natural traffic by optimizing the web pages and building quality back links.
- Monitoring and reporting on the performance and the website traffic improvements post optimization.
- Identifying and fixing the technical issues/errors frequently to improve the website quality score.
- Analyzing the targeted keywords and achieving the ranking improvements for the preferred URL's
- Handling redirections and page deletions without affecting the natural traffic.
- Installation and maintaining Google Analytics, and Webmaster.
- Assisting in the monitoring and reporting on website traffic and performance on both weekly and monthly basis.

KEY SKILLS

- **SEO Tool:** Ahref tool, SEMrush tool, Google Analytics, Webmaster tool, Google Ad words, etc.
- **Site Analysis:** Complete technical report of the website. The report includes On-page and Off-page factors of the website.
- **On-Page Knowledge:** Knowledge of Alt tags, Title tag, Anchor text, Meta Description, Meta Keywords, Keyword Research, Content Optimization, Page Speed recommendations, Content recommendation's, Website Responsive check, Page Level Analysis, Competitor Analysis, Website Performance analysis.
- **Content Analysis:** Reviewing the content, content gap analysis, special focus on checking for keyword density, keyword prominence and proximity.
- **Off -Page Knowledge:** Social Bookmarking Submission, Article Submission, Blog Posting, Directory Submission, Business Listing, Bookmarking, Comment Posting, Link Exchange Backlinks, Slide Share, Video Submission, Page Rank Check (Meta tag analyses, Keyword density check), Info Graphics, etc.
- **Social Platforms:** Facebook, LinkedIn, Pinterest, Twitter, etc.
- Analyzing and providing recommendations for broken links, page redirections and deletions.
- Creating accounts in multiple Social Media platforms and scheduling the posts and managing the pages in order to generate Social media Traffic and to increase the brand awareness.

DECLARATION

I do here by solemnly declare that all statements given above are true and correct to the best of my Knowledge and Believe.

Yours Sincerely,

SANTHOSH KUMAR.S