

CURRICULUM – VITAE

B.Purushotham

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Permanent Address

Door NO: 34-267

Omkar Street,

Murukambut,

Pin code: 517127,

Chittoor,

Andhra Pradesh.

Personal Data

Father Name : G.A. Balakrishna

Date of Birth : 11.06.1994

Age : 24 Years

Sex : Male

Nationality : Indian

Marital Status : Unmarried

Language Known : English, Tamil &
Telugu

DIGITAL MARKETING PROFILE

An experienced Digital Marketer ,SEO Specialist and Digital Marketing Strategists having 2.7 years of experience. Who keeps up-to-date with emerging trends, new tools and changing best practices in CMS, search engine optimization, blogging, Email Marketing, Paid Campaigns and social media Platforms.

BEHAVIORAL STRENGTHS

- Operational excellence thought analytical skills & problem solving tactics.
- Achievement oriented with excellent, communication Facilitation skill & interpersonal skills.

COMPUTER PROFICIENCY

OS Platform : Windows XP, 7, 8 and 10.

Packages

: C Language

: C++

: JAVA.

PERSONAL SKILLS

- Quick Learner
- Ability to deal with people tactfully,
- Team facilitator,
- Leadership quality

Experience:-

1.7 Years Experienced as Genixo **Info Solutions**, Bangalore (18th Nov 2019 to 28th June 2021)

1 Year Freelancer in **HuddleRise Technologies**, Bangalore (03rd April 2023 to 31th May 2024)

Designation: - S.E.O Analyst

Total Experience: - SEO Analyst (**2.7 Years**)

Job Profile Achievement:-

SEO Projects:-

I Optimized Websites and handled More than 500+ Keywords.

<https://www.pgdmcollegesinbangalore.com/>

<https://www.huddlerise.com/>

Skills and Responsibilities:-

- On-page SEO optimization
- Off-page SEO (Link Building Backlinks)
- Google ads (PPC)
- Facebook ads
- Social Media Marketing
- Keyword Research
- Knowledge of Html,css,Javascript

TECHNICAL SKILLS:

- Good knowledge in SEO, SEM, SMO and AdWords (PPC).
- Basic Knowledge on C, HTML, CSS.
- Knowledge in Email marketing through Email campaigns

ANALYSIS REPORTS: Website Analysis, Competitive Analysis, Complete Business Analysis.

- Keep on follow Search Engine Algorithm updates to Get Instant Results.
- Keywords Analysis: Google Keyword Planner, MOZ, SEMrush, Uber suggest
- SEO: - Expert in all aspects of Natural/Organic Search Engine Optimization, Search Engine Marketing (SEM). In depth knowledge of ethical/white-hat techniques accepted by major search engines Google, Yahoo and Bing.

ACADEMIC CHRONICLE:

- Completed **Master of Computer Applications** in Srinivasan institute of Technology and Management Studies, Chittoor in 2014-2017
- Completed **B.Sc** in Vijayam Degree College, Chittoor in 2011 -2014
- Completed **Intermediate** in Sri Chaitanya Junior College, Chittoor in 2009-2011
- Completed **SSC** in Sri Ragavendra Vidhya mandir School, Chittoor in 2009

INTERESTS & HOBBIES

- Surfing in web for new information.
- Eager to learn new things and follow up Experts. ➤ Listening Music, Meditaion.

DECLARATION

I hereby declare that all the above-furnished details are true and correct to the best of my knowledge.

Place:

Yours faithfully

Date:

(B.PURUSHOTHAM)