AVINASH.C

Seo Specialist

Linkedin: www.linkedin.com/in/avinash-gowda-a808621a6/

PROFILE

Experienced Search Engine Optimization Specialist with a demonstrated history of working in the marketing and advertising Agency. Skilled in Digital Strategy, Search Engine Optimization (SEO), Social Media Optimization (SMO), CPanel, WordPress, Netlifly.

CONTACT ME

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#324, 2nd Cross Vidhnasoudha layout, Laggere Bangalore-58

SKILLS SUMMARY

*SEO - On page, Off page, Local seo And Technicle seo.

- SEM (Google Ads And Social Media Ads)
- Ad Copies Creation
- Kevwords Research
- Blog updates
- · Web Audit
- Landing Page Creations
- GA, GSC, GTM & Merchant Center.
- Wp, C-pannel, E-commerce, Netlify.
- Social Media Handling
- Organic Traffic
- Products Optimisations
- Ad Creatives

CERTIFICATIONS

- Adwords fundamental certification
- Google Analytics Individua

 Qualification
- HubSpot Certification

EDUCATIONAL HISTORY

DONBOSCO INSTITUTE OF TECHNOLOGY

BE (ECE) - Electronics and Communication Eng 2017-2020

SRI KRISHNA POLYTECHNIC

Diploma ECE - Electronics and Communication Eng 2014-2017

WORK DETAILS

SocialWolf | Feb 2023 - Present Seo Specialist | PPC Executive

- Communicated and worked closely with the team to identify and assess their business situations.
- Provided beneficial advice, knowledge, and support to improve their marketing strategies and plans.
- Highly motivated and experienced SEO Specialist with a proven track record of driving successful optimization strategies to improve website rankings And organic traffic.
- Managed complex projects from start to finish.
- Implemented strategies to optimize product listings on an e-commerce website, enhancing their visibility on Google search results.
- Worked on the backend of HTML, WordPress, Netlify, and Shopify websites.
- Created 20+ SEO campaigns for websites with complex media and big structures.
- Worked on Google Ads and Facebook Ads to generate quality leads for Clients' Websites.
- Worked on ad copies for Google Ads and Facebook Ads.
- Hands-on experience in on-page SEO, technical SEO, local SEO, and off-page SEO.

Digimark Agency | Dec 2020 - Feb 2023 | 2.1 Yrs Seo Specialist

- Communicated and worked closely with the team to identify and assess their business situations.
- Provided beneficial advice, knowledge, and support to improve their marketing strategies and plans.
- Evaluating important metrics that affect the website traffic and website experience.
- Worked on the development and implementation of new digital marketing tools, assisted in SEO management and completed annual content plans.
- Developed and implemented SEO strategies for new and existing content.
- Coordinating with the external marketing team.
- Hands-on experience in on-page SEO, technical SEO, local SEO, and off-page SEO.

JGD Tech Sep 2020 - Dec 2020 | 4 Months

Seo Executive

- Worked on Meta Titles, descriptions, and Header tags.
- link Buildings.
- Worked on GA and GSC tags.
- Worked on Organic Traffic Growth.
- Implemented strategies to improve rankings and traffic.
- Performed Keyword research.
- Worked on Sitemap and Robots tags.

Worked On Industries:

- E-commerce.
- Automobile Industry.
- Educational.
- Hospitality.
- Interior Design.
- Transport.
- Real-Estate(Villa Developers).
- Law Firms.
- Photography.
- Elevators Industry.
- Marketing Industries.