

RESUME

G.SARANRAJ

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CAREER OBJECTIVE:

To secure a challenging position in a reputable organization to expand my learnings, knowledge, and skills. Secure a responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the success of the company.

EDUCATION QUALIFICATION:

- M.E(EST) from G.T.E.C, Vellore in 2014 with 7.8 CGPA.
- B.E(EEE) from P.T. Lee. CNCET, kancheepuram in 2011 with 62%.
- Diploma(EEE) from R.P.C, Gudiyatam in 2008 with 69%.
- HSC from N.K.M. Hr.Sec. School, Vellore in 2005 with 59%.
- SSC from N.K.M. Hr.Sec. School, Vellore in 2003 with 69%.

EXPERIENCE:

I had 6 years 4 months of experience a role in SEO analyst. Typically involves analyzing websites, keyword analysis, conducting keyword research, on-page optimization and off-page optimization, monitoring website performance, and implementing strategies to improve search engine rankings pages and organic traffic. Dedicated technical SEO, data analysis, identifying trends, link building, HTML5, CSS3, adobe PDF & wordpress, google webmaster tools, competitor analysis, SEO strategies, schema, google data studio, google tag manager and SEO reporting.

Company Name: Think and Learn Private Ltd(BYJU'S).

Designation: Digital Marketing Analyst.

Joining Date: 25th Feb 2016.

Ending Date: 6th May 2022.

ACHIEVEMENTS KEYWORDS:

Company Name	Keywords	Volume	Positions
	work energy theorem	18,100	1
	reflection of light	40,500	1
Byju's.com	fleming left hand rule	60,500	1
	law of conservation of momentum	14,800	1
	equation of a circle calculator	210	1
	polar to rectangular calculator	480	1

TECHNICAL SKILLS:

- Search engine optimization (SEO) using keyword research and search for traffic, On-Page Optimization & Off-page Optimization, website analysis, organic traffic.
- Good at Competitor Analysis, Knowledge on Google Search Console & Google Analytics (for Visitor analysis, Organic etc.).
- Screaming Frog, Ahrefs, Mozbar Pro, SEMrush, Grammarly, Similar web traffic, Microsoft Excel, Windows10.
- HTML5, CSS3, Google data studio, Google tag manager.

FREELANCE WORK PROJECT:(September 2022 - December 2022)

Company Name	Keywords	Volume	Positions
	paneer online	1,000	43
Astradairy.in	best ghee in chennai	210	11
	country chicken egg	590	27
	curd brands in india	110	34

FREELANCE WORK PROJECT: (February 2023 - May 2023)

Company Name	Keywords	Volume	Positions
	youtube marketing course	260	64
	django syllabus	170	75
Learncoz.com	core java online course	170	87
	tableau syllabus	110	64
	rpa certification	590	79

Duration Period: June 2023 – July 2024.

State Government Examination (TNPSC): Focused Study for government examinations dedicated this period to intensive preparation for TNPSC government exams.

JOB RESPONSIBILITIES:

Keyword Research: Researching the ideal keywords using Google Keyword tool, having less competition and higher search volume for higher ranking of company website.

On-Page Optimization:

Website Analysis, Competitor Analysis, Keyword selection, SEO Title, Meta Description, Copyscape, Page speed checker, Internal and External link building, Image optimization like file names alt text, Schema Markup, Google webmaster tools, DNS problems, Server connectivity problems, SERP, SEMrush, Screaming Frog, website audit, Wordpress, organic traffic.

- Managing and executing the SEO strategies for generating traffic and engagement.
- Auditing to check any tech opportunities to add or to fix to improve the performance.
- Implementing schemas to increase ranking opportunities in SERP.
- Optimized Website content.
- Improved web rankings from page 2 to Top 3 for major keywords.
- Prepared month-over-month reports in easy-to-read format.
- Copywriting and SEO editing.
- Content planning and strategy, with competitor and target audience analysis.

Off-Page Optimization:

Research competitors and implement Link building strategies for improving DR, DA part of acquiring more backlinks, Guest post Submission, Broken link building, Social bookmarking sites, PPT Submission. The Off-page achievements low domain authority to high domain authority 35% has been increased. Monitoring backlinks performance. **Tool Name:** Ahrefs, Moz bar.

STRENGTHS:

- Passionate about learning new technologies, can easily adapt to suit needs.
- Quick learner, Innovative thinker, highly motivated.
- Possess good analytical, technical problems solving skills.
- Ability to handle crunch situations and adapt to any environment.

HOBBIES:

- Music: listening to music.
- Sports: running, cycling, cricket.
- Outdoor Activities: camping, rock climbing.
- Collecting Hobbies: coins.
- Puzzles and Games: Chess, video game.

DECLARATION:

I hereby declare that all the information furnished above is true and correct to the best of my knowledge and belief.

Place:**Yours faithfully****Date:****(G.SARANRAJ)**