SATHISHKUMAR. P

10/3, Vengampatty,
Mallur (PO),
Salem -636203
Tamil Nadu.
Mobile No: 09791302301
E-mail: sathish9791@gmail.com

PROFESSIONAL SUMMARY

➢ Overall 5 Years of progressive experience as Digital Marketing Analyst.

➢ I'm working experience from few years SEO Analyst, I know about On-page Optimization, Off-page Optimization , SMO, PPC, Google Analytics, Google Adwords, Branding and Promotions , Organic promotion we can do.

➢ Overall 4.3 years of progressive experience as Web Developer and Software Tester

➢ Experience in testing of windows and web based applications using Manual testing techniques.

➢ Experienced and skilled in product testing with extensive knowledge of testing platforms and system testing

➢ Well versed with Software Development Life Cycle (Agile and Waterfall) and hands on experience Web Developing Software Testing life cycle.

➢ Trained in Agile delivery model and involved in scrums cycles (sprints) as part of major delivery program.

➢ Hands-on experience in defect raising and providing detail reports on bugs.

➢ Ability to work both independently and as a team member along with a high standard of work.

➢ Ability to deliver results within agreed timeframe. Ability to plan, prioritize requirements with a high degree of efficiency and accuracy. Capable of managing a quickly changing environment.

➢ To thrive on professional credential and seek challenging job in reputed organization and to integrated my SEM/ SEO, Internet Marketing, Analytical and software skills in the IT industry Especially to excel in the field of SEM/SEO (Internet Marketing / Search Engine Optimization)

DIGITAL MARKETING SKILLS

- **Search Engine Optimization (SEO):**
    - o On-Page Optimization: Meta tags, URL structure, internal linking, image SEO, and mobile responsiveness
    - o Off-Page Optimization: High-quality backlinks, guest posting, directory listings
    - o Keyword Research: Identify and target student-relevant search queries
    - o Website Auditing: Analyze technical SEO issues and resolve them
- **Social Media Optimization (SMO):**
    - o Posting schedules, engagement strategies, and targeted growth across platforms (Facebook, Instagram, LinkedIn)
    - o Branding and reputation management

- **Pay-Per-Click Advertising (PPC):**
  - Google Ads, Bing Ads setup and optimization
  - Targeted campaigns for specific courses or geographies
  - Meta ads
- **Analytics & Reporting:**
  - Tools: Google Analytics, Google Search Console, Bing Webmaster Tools, Yahoo Analytics
  - Monthly progress reports with clear KPIs and ROI metrics

  Tools I Handle
  - Google Analytics, Search Console, Google Ads
  - SEO Yoast (WordPress)
  - Ahrefs, SEMrush (for keyword tracking and competitor analysis)
  - CMS platforms for website and content updates

  Benefits to Your Organizations
  - 3X increase in organic traffic within 3 months
  - Higher visibility in Google for course-specific keywords
  - Increase in qualified student leads
  - Strong digital brand presence

TECHNICAL SKILLS

Internet	SEO, SMO, SMM, PPC, Internet Marketing
Database	MYSQL
Applications	Wordpress, Joomla, PHP, HTML, CSS, JS
Platforms	Windows, XP, LINUX
Designing Tool	Adope Photoshop

Educational Qualifications

- M.sc,(computer science) from Muthayammal Arts and science College in 2010
- B.sc,(computer science) from Selvamm Arts and science College in 2008

WORKING EXPERIENCE

Hegy International , (Qatar)

Position : Digital Marketing Analyst (contract)

From : Mar 2025 - Till

- https://www.hegyqatar.com
- Barebowindia.com (New Process)

KB Live Stock Farm Pvt Ltd, Salem,

Position : Digital Marketing Analyst

From : Oct 2018 – Till

- ➢ kblivestockfarm.in
- ➢ cinimaas.com
- ➢ Barebowindia.com (New Process)
- ➢ ptcdrivelines.com
- ➢ liveconstructionsolutions.com
- ➢ tulipshospitals.com
- ➢ globalrabbee.com
- ➢ spikeandwave.com

IBI Media Technologies Pvt Ltd, Velachery, Chennai,

Position : Junior SEO Analyst

From : June 2017- Sep 2018

Projects Handled:

- ➢ Chennaiproperties.in
- ➢ Chennaiwebdesigner.com
- ➢ lycaproductions.in
- ➢ reeqwest.com
- ➢ zidans.com

Mirumtechnologies , Salem

Position : Webdeveloper , SEO Analyst

From : Feb 2014 – May 2017

Projects Handled:

- ➢ Reliance Telecom Backend document verification Process And Customers Support
- ➢ Mirum.in
- ➢ Cinibits.com
- ➢ Tamilgoos.com
- ➢ Beautypots.com
- ➢ Indiadust.com
- ➢ Istrometechnologies.com
- ➢ Salemside.com

Axicor Business Machine, Salem

Position   : SAP Junior HR, Webdeveloper

From   : Feb 2013–Sep2013

Projects Handled:

  ➢   Axicor.org
  ➢   Maintained and updated customer websites as needed

PlestarInfotech Private Ltd, Chennai

Position   : Webdeveloper

From   : Aug 2011 – Nov 2012

Projects Handled:

  ➢ Hdwebplayer.com
  ➢ Software Tester for all **PlestarInfotech**Products related to Joomla!.http://products.plestar.com/
  ➢ Both Developed and Tested Plestar Music Share, Facebook Pro and Twitter Pro.
  ➢ http://extensions.joomla.org/extensions/multimedia/multimedia-players/video-players-a-gallery/15664
  ➢ http://extensions.joomla.org/extensions/multimedia/multimedia-players/audio-players-a-gallery/19254
  ➢ http://extensions.joomla.org/extensions/social-web/social-share/facebook-share/18744
  ➢ http://extensions.joomla.org/extensions/social-web/social-share/twitter-share/19007

1. HDW Player:
        HDW Player - The video player and video gallery for Joomla! HDW Player allows you to play videos anywhere, on any device with both HTML5 and Flash support.

HDW Player (Video Gallery & Player Extension) :
        HDW Player is a Joomla video player and video gallery extension that easily adds video to your website with your favorite choice of skin color of the player. HDW Player is the world's best high definition web video player available in the JED. HDW Player is a user-friendly online video player gallery with optimal customizing features of video quality selection, video sharing, full screen and random playlist mode etc. HDW Player is integrated directly with Google analytics.

        HDW Player supports RTMP & HLS Streaming from all the major RTMP servers such as Red5, Wowza and Adobe Flash Media Server. HDW player is compatible for all types of videos on computers and mobile devices. HDW Player supports powerful Ads solution that displays ads from any VAST/VPAID compliant with lab standards and Google IMA ad server or network.

2. HDW Music Player:

HDW Music is an exciting Joomla Music management system allows you to build your own boundless Music Playlists. You can easily install this extension to your Joomla website and share your own Music Playlists online as playlists, albums, artists, musicians and songs with enhanced quality. HDW Music component with salient features is your complete music solution for Joomla.

Personal Information

- ➤ Name   **:** Sathishkumar.P
- ➤ Father name   **:** P.Palanivelu
- ➤ Date of Birth   **:** 05.06.1986
- ➤ Marital Status   **:** Single
- ➤ Sex   **:** Male
- ➤ Nationality   **:** Indian
- ➤ Passport Number   : P6007334
- ➤ Language Known   **:** Tamil, English

Declaration:

I, hereby declare that the above furnished details are true to the best of my knowledge.

Yours Truly

(P. Sathishkumar)

Date:
Place: