|  |  |
| --- | --- |
| Name of the Candidate | Pulakhandam Satish |
| Position Applied | Digital Marketing Analyst  |
| Nationality | Indian |
| Contact Number | 9502466808 |
| Alternate Contact Number | 8978562336 |
| Reason for applying for this position and the Company. | Career growth |
| Date of Birth | 20-02-1991 |
| Education Qualification | B.Tech |
| Total Work Experience | 7+ years |
| Current Company & Working Since | Y-Axis Solutions Pvt Ltd & November 2016 to till date |
| Payroll Company (If on Contract) | NA  |
| Primary Skills and No. of Years’ Experience in each skill as per the job description for which you are applying. |

|  |  |  |  |
| --- | --- | --- | --- |
| Technical Skill Set | Exp in Years | \*Self-Rating Out of 5 | Last Used |
| SEO Optimization on page, off page and technical SEO, Content Management and SEM | 7 Years(2 years - SEM) |  5 |  Apr2020 |
| Local SEO to SEO Linking  | 7 Years | 5 |   Apr2020 |
| SMO,ORM and SMM | 7 Years | 5 |   Apr2020 |

 |
| Secondary Skills as per the job description for which you are applying. | NA |
| Current Position | Digital Marketing Analyst |
| Current Location | Hyderabad |
| Reason for relocation to Hyderabad (If not in Hyd) | NA |
| Notice Period | 30 Days (Currently On Bench as a Retainer) |
| Have you already resigned (Yes / No ) | No |
| Date of Resignation | Not Yet |
| Do you hold any offer | No |
| Reason for looking another offer if holding one offer | NA |

**Current CTC: 4.15L**

**Expected CTC: 6.5L**

Pulakhandam Satish  Hyderabad, TS |  9502466808 |  pulakhandams@gmail.com

|  |  |
| --- | --- |
|  | SUMMARY  |
|  | * Dynamic digital marketing Professional with 7 years of experience in all digital marketing strategies Creative and innovative team leader with strong interpersonal skills.
 |
|  | * Handling websites of different kinds simultaneously and ranked high for most of targeted keywords in top major search engines (Google and Bing)
 |
|   | * Analyzing requirement and providing web promotion solutions, which involves Search

Engines Marketing plans Operational strategies like Keyword research, Competition analysis, Site analysis, Search Engine Optimization (SEO) Plan, Local SEO(GMB, Bing and Other local listings), etc.  |
|  |  | Skill Set  |  |
|      | Search Engine Optimization (SEO)(OnPage SEO, Off Page SEO, Technical SEO and Local SEO) Social Media Optimization (SMO)Search Engine Marketing (SEM) Social Media Marketing (SMM) Online Reputation Management (ORM)Content Marketing Website Designing with WordPress and HTML,CSS  |      | Google Analytics Google Webmaster Tools, Hoot suite, Alexa, Crazy Egg, Copyscape, IZOOTO, Sales Force Bizible, MOZ, Ahrefs, SemRush, Google Keyword Planner |
|  | **CAREER HISTORY** |

**Y-Axis Solutions Pvt Ltd** – Hyderabad, Telangana

November 2016 to Till Date

**Designation:** Digital Marketing Analyst

**Roles and Responsibilities:**

**Local SEO:**

* Working on 40+ (All Over India, Australi and Dubai)Local Listings (GMB & Bing)
* Daily Posts on GMB Locations (40+ Locations)
* Preparing Separate Keyword Analysis report for Local Lisitngs Including Brand Keywords and Location Keywords
* Titles and Description Updating based on the Keywords
* Planning to Occupy More Space in Google Knowledge Panel By Updating all the Available Options in GMB
* Adding Products in the GMB Locatfions
* Adding Categerios in the GMB Locations
* Weekly, Monthly and 3 Months Comparision Reports Preparation and Monthly keywords reports updations.
* Gaining Links from Other Local Listing Sites(Sulekha, Justdial, Urbon Pro , etc...)

**Off Page Link Building(Off Page SEO):**

* Directories Submission (High Pr and Domain Authority Links)
* Articles Publishing, Book Markings(High Pr and Domain Authority Links)
* Press Releses Submissions, web2.0 submissions, Classified Submissions, Profile Creations, CSS Submissions, Blog Commenting, Local Listings, Forum Posting (Q&A), Edu and Gov Links Creation and etc...
* RSS Feed Creation
* Toxic Links Removing by Using Google DisAvow Tool

**On Page & Technical SEO:**

* Content Management (SEO)
* Meta Tags Updating(Title and Description)
* Alt Tags Updating(Image tags)
* Headder Tags Updating, og Tags Updating
* XMl Site Maps Generating
* HTML Site Map Creation
* Robots.txt file Updating
* Meta Robots Updating if needed
* Rich Snippets Creation (Schema.org)
* Blog Content Postings with relavant images (Shutter Stock)

**Reports & Errors:**

* Monitoring Daily Traffic (Google Analytics)
* Working Knowledge Pannels for Y-Axis, Y-Axis Overseas Careers and Y-Axis Solutions Pvt Ltd Brand Keywords
* Working on Google "0" Position Keywords
* Working on Google FAQ's
* Working on Featured Snippets by using Schema markup
* Monitoring All websites Issues (Blogs and Main Sites) By Using Search Console
* Using Google search Console (webmaster tools) for important SEO aspects of a site, such as keywords, links, crawl errors, links, search queries, sitemaps, robots.txt etc.
* Finding Low Traffic Pages and Implimenting Content Strategies
* Implimenting Link Building Strategies (off page)
* Toxic Links Monitoring (SEM Rush) and Disavowing
* Daily Posts on All Social Media Channels (Hootsuite)
* Monitoring ORM Sites
* Monitoring Interns Work and Reports
* Search Engine Optimization for New Pages and Blog Posts
* Internal Link Building
* Competitor Analysis
* Keyword Research
* Blog traffic Implementation Suggestions
* Content Strategy design and implementation
* Creating New Pages (Wordpress)
* Analysis of Google Ad-words account
* UI/UX plans and Execution
* Working on different tools for understanding the site behavior to prepare a better report.
* Working on analytic tool (Crazy Egg)
* Working as a backup for Paid Campaigns (Google Ads)
* Working On Social Media Paid Campaigns for Reach and Traffic
* Research and Developping the new things for better Rankings

**ACHIEVEMENTS & APPRECIATIONS:**

* Generating **2 Lakh Organic Traffic** from the last 3 months
* Generating **1 Lakh Organic Traffic** from Blogs
* Site Health 100%
* Spam Links (Toxic Score): 0% According to SEM Rush
* 1300+ Keywords Ranking in the Google SERP Top Positions(Overall Keywords in top 100 Positions 37K)

**Projects Working on:**

* **www.y-axis.com** (In House Project)
* **www.y-axis.com.au** (In House Project)
* **www.y-axis.ae** ( In House Project)

**Blogs:**

* www.y-axis.com/overseas-jobs (Jobs Blog)
* blog.y-axis.com (Study Blog)
* www.y-axis.com/coaching (Coaching Blog)
* www.y-axis.com/news (News Blog)

**Saprams Online Training Institute**  – Hyderabad, Telangana

Jul 2014 to October 2016

**Payroll Company: AYANSYS SOLUTIONS PRIVATE LIMITED**

**Designation:** SEO Team Lead

**Roles and Responsibilities:**

* Worked on Local Listings (GMB & Bing)
* Updated **Titles and Descriptions In GMB Listings**
* Added Images in GMB Listings
* Profiles Created and Images Published in Other Local Listing Sites
* Worked on **Technical, On Page, Local(GMB) and Off pageSEO's all parameters satisfied as per the Google algorithms.**
* Worked on Competitor Analysis
* Worked on SEO Complete SiteAudit Reports
* Created XMl and HTML Sitemaps
* Worked on Robots.txt and Meta Robots
* Worked on All Meta tags
* Worked on Feed Creations
* Implemented review schema codes and structured snippets for review elements
* Planning and executing all web, SEO/SEM, marketing database, email and social media
* Optimize location keywords and improve rankings.
* Managing Team of SEO/SMO Executives. Perform routine engagement with Digital marketing staff on all digital content & Strategies
* Detailed evaluation of websites
* Making strategies of Off Page Optimization
* Design, build and maintain social media presence
* Measure and report performance of all digital marketing campaigns, and assess goals (ROI) Brainstorm new and creative growth strategies
* Plan, execute and measure experiments and conversion tests
* Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
* Perform routine engagement with development teams to create landing pages and make site optimizations.
* Review of Traffic Reports using Google Analytics, Ahrefs, SemRush, Moz, etc.
* Using Google search Console (webmaster tools) for important SEO aspects of a site, such as keywords, links, crawl errors, links, search queries, sitemaps, robots.txt etc.

**Projects Worked on:**

* **www.sapramsonlinetraining.com**
* **www.ktonit.com**

**Julong Soft Pvt Ltd** – Hyderabad, Telangana

Jan 2013 to Jun 2014

**Designation:** SEO Analyst

**Roles and Responsibilities:**

* Prepared a detailed SEO audit report for 4 websites
* Worked on Link Building Strategies and Content (On Page and Off page)
* Worked **on GMB and Bing Listings (Local SEO)**
* Updated Titles added Descriptions in GMB Listings and Bing Listings Separatly.
* Implemented review schema codes and structured snippets for review elements
* Perform daily account management and of pay per click accounts on Google AdWords
* Assist in the maintenance and monitoring of keyword bids
* Manage and maintain updates for large keyword lists
* Provide Creative Ad copies
* On-page optimization
* Social Media Advertisement in Facebook
* Keyword Research
* Landing Page Suggestions and strategies for SEO and SEM
* Google Analytics ,webmaster tools reports
* Using Google search Console (webmaster tools) for important SEO aspects of a site, such as keywords, links, crawl errors, links, search queries, sitemaps, robots.txt, etc.
* Worked on Blackhat Tools for Likes
* Worked on Tunnel Bear and HMA
* Worked on Likeer, Like Like Go and Dj Liker etc...

**Projects Worked on:**

* **www.wealthybuddies.com**
* **www.millionairematch.com**
* **www.positivesingles.com**

# Certifications

. Inbound Marketing Certificate By Hubspot

# ACADEMIC QUALIFICATIONS

**Bachelors of Technology: EEE** from JNTU, Kakinada

Declaration:

I hereby declare that all the statements made herein are true to the best of my knowledge and

belief.

Place: Hyderabad **[Satish.P]**