

Uma B

SEO specialist

I do have 4years experience in Digitl marketing SEO and I am passionate about driving results for companies. I offer expertise and experience in optimizing search results to grow businesses. I am skilled at using Ahrefs, Seoptimer,iwechk,SEMRush, Key Word Finder and Ubersuggest. Aligns perfectly with my career goals. I am confident I would excel in all the duties and projects of the SEO Specialist.

Email id - uma.3200@gmail.com

Contact number - 9884916564

SKILLS

Skill

LANGUAGES

English

Professional Working Proficiency

Kannada

Native or Bilingual Proficiency

Telugu

Full Professional Proficiency

tamil

Full Professional Proficiency

Hindi

Professional Working Proficiency

INTERESTS

Photoshop

Wordpress

EDUCATION

Study Program

Bachelor of Business Management

06/2008 - 04/2011,

India

Courses

Marketing

WORK EXPERIENCE:

Title/Position

SEO EXECUTIVE:

SUDO TECHNOLOGIES LLC.

07/2022 - 10/2022

DUBAI

Title/Position

SEO Specialist

06/2021 - 12/2021

Singapore

iclickmedia

position on the first page

SEO spcialist

Contact

Kalidas-

Roles and responsibilities

On-page SEO,

Title tag,description tag,Heading tag,keyword in URL,URL optimization,page loading speed,canonical tag,outbond links,internal links,external links,image optimization,alt tags,sitemaps,robots txt file,movile friendliness,google search console and google analytics.

Off page SEO,

Article submission,blog submission,social bookmarking,guest posting,PPT submission,
Web2.0 submission,directory submission,profile creation and image submission.

- Having the knowledge On SEO tools Grammarly, SERP Robot, ahref, Seoptimer,Moz, Google keyword planner,iwebchk,SEMrush.
- strong comprehension of no-follow and do follow-back links and competitive analysis.
- Quora Marketing, Forum & Blog Commenting, & various other Link Building Processes.
- Good content marketing knowledge and experience in quill bot,paraphrase,plagiarism and article spin tools.
- strong understanding of the local SEO ranking factors.
- Strong understanding of white hat and Black hat SEO techniques and understand of typosquatting.
- Analyze keywords and SEO techniques used by competitors.
- Generating content ideas and delegating these to the team
- Excellent knowledge in Google My Business,google search console and google analytics.
- Monitor organic search ranking to increase traffic and leads
- Analyze SEO strategy performance and effectiveness through tools such as Google Analytics, Search Console and other platform analytics.
- Having knowledge on HTML Coding

SEO Specialist

Aimore technologies

10/2019 - 04/2021

Chennai

- Conducting keyword research using dedicated software, and generating new keyword ideas.
- Analysing website and social media pages, then making recommendations for improvement.
- Monitoring website traffic, search results, and developing strategies.
- Generating content ideas and delegating these to the team.
- Developing link-building strategies
- Managing paid search campaigns.
- Ability to perform keyword research, write optimized HTML tags, provide recommendations on internal linking, content promotion.

Tools:

Seoptimer, Moz, Google keyword planner and Semrush.

ORGANIZATIONS

Sun TV Network Limited

(10/2015 - 10/2016)

Content executive

- Updating the programs Details on Facebook Page, twitter and what's app.
- Uploading the Telecasted Programme videos on YouTube.
- Giving the Ad Breaks, Tags and YouTube Ad words.
- Explain About the Movie story and IMBD in excel.
- Editing the ads in the program.
- Preparing the thumbnail for the videos.
- Preparing the Image in Adobe Photoshop for Uploading the Social Media

CERTIFICATES

Beta Digital Marketing
(06/2021 - 07/2021)

completed certification with excellent knowledge

ACHIEVEMENTS

I received the Hard Worker Award from iclick media
(10/2021 - 11/2021)

I succeeded in 2 projects simultaneously.

DECLARATION

I declare that the information given above is true to the best of my knowledge.
(Uma .B)