

SRUTHI GOPALAN

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Place : Dubai

Visa : Husband Visa



CAREER OBJECTIVE

To become a successful professional and expert in the field of Search Engine Optimization and to Work with committed & dedicated people in an innovative and challenging world.

To obtain a challenging position to achieve the best solution in market that would increase business productivity and organizational growth.

PROFILE

- Possess good communication and computer skills.
- Capable of successfully contributing to any organization.
- Work well independently and as a team member.
- Able to maintain excellent business relationship at all levels.
- Committed hard working and goal oriented.
- Cooperative, courteous and articulate.
- Quick learner requiring minimal guidance.
- Excellent interpersonal skills for maintaining healthy business relationships.

WORK EXPERIENCE IN UAE

Organization : **Enh Media & Communications, Dubai**

Role : **Seo Specialist**

Experience : **March 2019 to March 2020**

Roles and Responsibilities

- Keyword Analysis
- Competitor Analysis
- Google Webmaster Tool Analysis
- Adding Keyword related pages into Website
- Title & description optimization
- Google XML Sitemap Creation
- Robots.txt file creation
- Image Optimization
- Content Optimization
- Broken link check

- Website Analysis
- Keywords Selection
- Alt tag on images
- Google Tag Manager

OFF PAGE OPTIMIZATION

- Link Building
- Social Bookmarking
- Directory Submissions
- Business listing
- Article Submissions
- Various types of Blog Creation and submission (Word press, medium etc.):
- Blog Commenting
- Classified creation (locanto, just landed)
- Video creation and sharing (animoto, stupeflix):
- Slide creation and sharing
- Contribution in question answering sites (Quora, Chacha etc.)
- Info graphics creation and sharing:
- Dummy website creation and sharing
- Press Release submissions
- Event Creation and sharing
- **Website Audit & Monthly Reports**
- **YouTube SEO**

- **SMO (Social Media Optimization):** Facebook, Twitter, LinkedIn, Pinterest

- **Keyword Research:** Researching the best keywords using tool as Google Ad words, with less competition and high search volume for high Ranking of website.

WORK EXPERIENCE IN INDIA

Organization : **INFOZIGN TECHNOLOGIES INFOPARK COCHIN**

Role : **DIGITAL MARKETING EXECUTIVE**

Experience : **October 2016 to November 2018**

Worked Freelance SEO Specialist

Worked as Freelance Seo Specialist for the more than 2+ Organization

EDUCATIONAL QUALIFICATION

Sl.No	Examination	Institute/College	University/Board	Year
1.	B-Tech	SNGCET, Payannur,	Kannur University	2016
2.	Class XII	Iqbal H.S.S	Kerala State	2012

SKILLS

- Partner cross-functional groups and teams, such as Classifieds, News, Creative and Web Development, and provide support for proper implementation of SEO recommendations for Business related sites.
- Provide strategic planning for all SEO initiatives and lead the execution process.
- Software: MS-Office, All major Browsers
- Social Networking Sites: Google+, LinkedIn, Twitter, Facebook, Pinterest.

AWARDS AND CERTIFICATIONS

- *Custom Audience Targeting Certification*
- *Google Ads Fundamentals certifications*
- *Google Search Ads certifications.*

PERSONAL STRENGTH

- Sociable and positive approach.
- Organize thoughts logically.
- Hardworking and determined.
- Confident and reliable person who enjoys responsibility.
- Time management skills
- Work well within a group.

PERSONAL DETAILS

Name : SRUTHI GOPALAN
Date of Birth : 24-02-1994
Nationality : Indian
Passport Details : P5354117
Religion : Hindu
Hobbies : Reading, Dancing, Internet browsing, listening to music

DECLARATION

I hereby declare that above statements are true to the best of my knowledge and belief.

Date : 27 June 2020

SRUTHI GOPALAN