



ABIN VT

DIGITAL MARKETING SEO ANALYST

PERSONAL PROFILE

I'm motivated Digital Marketing specialist up to 5 years above successful professional experiment

Good knowledge in digital marketing - Search Engine Optimization, Social Media Optimization, Search Engine Marketing

Problem solving skills & client deliverables for carrying out various SEO/SEM campaigns.

Hands on in software developer in software design, analysis, development and testing.

Ability to learn & develop using new technologies quickly

Excellent communication and interpersonal skills.

Mastering all essentials SEO tools: Google Applications (Analytics, AdWords, Sites, WebMaster's Toolkit), Xenu, semantical analysis and keywords search

Managed search engine audit documents on client's websites and make recommendations.

Improving the usability, design, content and conversion of the website and maintenance of website.

WORK EXPERIENCE

Digital Marketing SEO Specialist

Ajman UAE | May 2016 - July 2018

- Handled More than 50 clients base and significantly raised rankings of client's websites within top 10 in major search engines
- Develop SEO strategy and execute plan for growth of organic traffic.
- Perform ongoing keyword discovery, expansion and optimization with competitor advertising links and keywords.
- Research and implement search engine optimization recommendations
- Organized the community management on all social media: LinkedIn, Twitter, Facebook, Google+ etc
- Market research including online consumer behavior, understanding
- Search engine behaviors (Google, Yahoo and MSN/Bing)
- Design and integrate B2B emailing production

Accountant & SEO Specialist

Millennium InfoLogic Infopark Kochi | Oct 2018 - Present

- Set digital marketing strategies for website
- Research products, services, and current strategies to identify new opportunities
- Analyze web traffic metrics and suggest solutions to boost web presence
- Monitor SEO/SEM/ASO, marketing, and sales performance metrics to forecast trend
- Build strong clients relationships through social media interaction

Digital Marketing SEO Specialist & Web Developer

Ociuz Technologies Thrissur, Kerala | May 2015 - Feb 2016

- Responsible for building and testing online promotions, optimizing key categories for SEO as well as merchandising products on the site based on analytics.
- Develop SEO strategy and execute plan for growth of organic traffic over 20 clients base
- Plan, develop and implement Clients' SEO strategies & tactical executions
- Solid experience building large-scale applications in C#, .NET/.NET Core/ASP.NET MVC
- Experience working with Relational database and SQL Server

EDUCATIONAL HISTORY

Diploma In Computer Engineering

IHRD MPTC Mala, Kerala | Mar 2015

- Studied Software Engineering, project planning, coordination, and ethics
- Website development
- Handled various Students academic projects

CONTACT DETAILS

Velakkanadan House,
Thrissur , Kerala
India

abinvelak@gmail.com

Contact - +91 9744293189 , +91 9567749374

SKILLS SUMMARY

- Digital Marketing
- Search Engine Optimization
- Social Media Marketing
- Google SEO tools
- Email Marketing
- Asp.net development
- HTML, CSS, Java Script, Ajax, Json
- Web development
- Content Writing
- Google Adwords
- Strong analytical and project management skills

PERSONAL DETAILS

- Date of Birth - 28 August, 1994
- Nationality - Indian
- Marital Status - Single
- Languages Known - English, Hindi, Malayalam
- Passport No. - N3008316