

Aparna Jibin

SEO , Quick Learner, Problem Solver, Customer Relation, Technical Support

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PROFFESIONAL SUMMARY

Knowledgeable and dedicated customer service professional with extensive experience in IT & Services industry. Results-driven and meticulous SEO Specialist with extensive experience in performing keyword research, developing and implementing digital promotional strategies and plans, managing social media campaigns, and increasing the websites' ranking. Possess Google Digital Marketing certification, excellent knowledge of marketing techniques and principles, and strong attention to detail. Having highly technical knowledge of the industry along with a very good strategic approach to problems. Currently looking for a suitable position with a reputable and exciting employer.

WORK HISTORY

POSITION HELD: SEO Executive

PROGRAMERS, May 2014 – Till Dated

PROGRAMERS is a IT company that provides end-to-end development service for web, mobile & software design & development.

Duties

- Achieved 1st-page rankings across all major search engines and increased daily visitors from 1000 to 100000 within 2 years depends on client services.
- Performed keyword optimisation tasks on a timeframe basis, helping to maintain the website's top ranking on Google searches.
- Increased online quote completions by 50% YoY (Year on Year)
- Overachieved on SEO link building goals (50+ a month)
- 45% Increase in non-branded traffic within 12 months
- Producing regular audits and writing up detailed monthly performance and KPI analysis for clients.
- Coordinated a team of 4 to write 10 SEO articles every week
- Develop link building strategies to improve SEO positions for targeted keywords; analyse and recommend website architecture changes.
- Improved organic search results and Google Ads pay per click (PPC) campaigns through research and identification of profitable keywords.
- Incorporated XML sitemaps, robots.txt files and 301 redirects to facilitate search engine spidering, crawling and indexing.
- Monitoring and tracking the performance of SEO campaigns, including site traffic, banner advert performance and back links.
- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic.

SKILLS & COMPETENCIES

- Search Engine Optimization
- Google Analytics
- Google Adwords
- Web Mastering
- Customer Relationship Management
- Project Coordination
- Technical Support
- Business Development
- Leadership
- Complaint Resolution
- Quality Control
- Human Resource

TECHNICAL SKILLS

- PHP
- HTML
- CSS
- MS Office
- Google Analytics
- Gsuite Administration
- Play store app publish
- SEO/SMO
- Google Adwords
- SEMrush
- Ubersuggest
- Google Search Console

LICENSES & CERTIFICATIONS

Google Analytics IQ | Feb 2021

Google

Google Ads | Feb 2021

- Collaborated with website designing team to investigate critical SEO-related issues and provided impactful solutions.
- Researched and analyzed competitor website and advertising links to gain insight into new strategies.
- Maintained Google Webmaster Tools accounts and monitored for crawling and indexing issues.
- Planned, ran and analyzed client PPC initiatives and campaigns to increase sales, generate leads and promote brand awareness.
- Executed tests, collected and analyzed resulting data, and identified trends and insights to achieve maximum ROI in paid search campaigns.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Managed SEO campaign expenses, estimated monthly costs and reconciled discrepancies to maximize budget.
- Maintained knowledge of current market trends and algorithm updates of top search engines.
- Provided detailed reporting and analyses on client website demographics and statistics using Google Analytics.
- Advising and training up clients on the basics of search engine optimisation so they can look after their own websites.
- Analysing search results via Web Analytics and other specialist tools SEMrush and Ubersuggest.
- External link building with relevant high-quality third-party websites and directories and Internal link building within sites.
- Building relationships with other SEO professionals.
- Resolving technical issues related to a client's website.
- Actively researching, testing and proposing new approaches to improving search engine rankings.
- Managed Google My Business for customers business.
- Searching for and finding suitable domain names for clients.
- Providing remote support, advice and tips to clients.
- On Page and Off Page Optimisation.
- Carrying out competitor research.
- Mentoring junior staff.

POSITION HELD: Technical Consultant

PROGRAMMERS, Jan 2012 – April 2014

- Analysed client business processes to propose optimal software applications for unique requirements.
- Guaranteed successful technical upgrade projects for clients by collaborating with Project developers for integrations.
- Recommended technology upgrades and complementary products to improve client security.
- Evaluated and adopted new technologies to address changing industry needs.
- Making recommendations, such as suggesting appropriate Website, software and systems.
- Designing, installing and do pilot run of new Websites and software's, and fixing any issues that arise with my team.
- Manage IT initiatives and collaborate with in-house technical staff.
- Design System Requirement Study ensuring the right architecture and functionality.

Google

Digital Marketing | Jan 2021

Google

SEMrush SEO Toolkit | Jan2021

Semrush

Competitor Analysis with SEMrush | Jan2021

Semrush

Code for the web | Jan 2021

University of Leeds

Artificial Intelligence – Digital Skills | Jan 2021

Accenture

TRAINEESHIP – CATFOSS

1 Year Program 2009-2010

Advanced training in Free and Open-Source Software

Specialised in preparing for the IT sector through a series of courses and practical application. Courses Studied included below:

- PHP
- HTML
- CSS
- Google Analytics
- Search Engine Optimization

EDUCATION

Bachelor of Technology

2009

Applied Electronics &

Instrumentation

University of Calicut

LANGUAGES

English

- Train users in new and existing IT systems.
- Performed software testing to uncover bugs and troubleshoot web and email issues prior to application launch.

Malayalam

POSITION HELD: Web Administration

REFERENCE

PROGRAMMERS, Oct 2010 – Dec 2011

Available on Request.

- Register the domain, server & email service from the appropriate vendor.
- In charge of whole number of Clients domains, servers & Emails.
- Attend client's Technical complaints and resolve it within timely manner.
- Back up or modify applications and related data to provide for disaster recovery.
- Determine sources of web page or server problems, and take action to correct such problems.
- Review or update web page content or links in a timely manner, using appropriate tools.
- Monitor systems for intrusions or denial of service attacks, and report security breaches to appropriate Customers.
- Administer including components such as web, file transfer protocol (FTP), news and mail servers.
- Collaborate with development teams to discuss, analyse, or resolve usability issues.
- Test backup or recovery plans regularly and resolve any problems.
- Implement updates, upgrades, and patches in a timely manner to limit loss of service.
- Collaborate with web developers to create and operate internal and external web sites, software's or to manage projects, such as e-marketing campaigns.
- Document installation or configuration procedures to allow maintenance and repetition.
- Recommend web site improvements, and develop budgets to support recommendations.
- Develop or implement procedures for ongoing web site revision.
- Check and analyse operating system or application logfiles regularly to verify proper system performance.
- Develop and implement marketing plans for home pages, including print advertising or advertisement rotation.
- Track lists of domains, software, emails & ALC renewals and intimations.
- Managing Live chat.