

CURRICULUM VITAE

MANISH KUMAR PANDEY

24 I, CHOOTA PANCHGARH

SAHIBGANJ (JHARKHAND)

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CAREER OBJECTIVE:

To thrive on professional credentials and seek a challenging job in a reputed organization and to integrate my SEO and Internet Marketing skills and experience in the IT industry especially to excel in the field of SEO/ Internet Marketing.

EDUCATIONAL QUALIFICATION:

Qualification	Institution	University/ Board	Year of Passing	CGPA/percentage
B.E Electronics & communication	Shree Institute of Science & Technology, Bhopal	RGPV	2014	6.68/(66.8%)
AISSE	Sahibganj college, Sahibganj	JAC	2008	65.2%
AISSE	Rajasthan inter school, Sahibganj	JAC	2006	78.2%

SUMMARY OF PROFESSIONAL EXPERIENCE:

CORE COMPETENCIES: -

Digital Marketing • Search Engine Optimization (SEO) • Search Media Optimization (SMO) • Web Content Management • Digital Marketing Strategy • Keyword Research • Web Analytics and Reporting • Facebook & Instagram Ads • Google Ads • LinkedIn Ads

Have 3+ years of experience in Search engine Marketing & Search Engine Optimization field. My specialties are:

• **Keyword Analysis:** Researching the best keywords using tools like Word Tracker, Keyword Discovery, and Google Keyword Tools etc. on 3 major factors Relevancy, Popularity and Compositeness.

• **On-Page Optimization:** Meta Tags Optimization, Page Headings, Page Content Optimization, Image Optimization, Hyperlink Optimization, New Service Page Creation, XML Sitemap Creation & Submission, Robots File Creation/Optimization

• **Off Page Optimization:** Directory Submissions, Blog Creation & Posting, Social Bookmarking, Business Profile Listing, Video Submission, Press Release Promotion, Article Promotion, Blog Commenting, Forum Postings, Classified Submissions, Local Marketing, Image Sharing, Document Sharing, RSS Feed Submissions, Product Reviews, Products Tagging, Shopping Feeds Submissions

• **Social Media Marketing:** Create/update and design Fan page and twitter profile for great user experience. Work on various social networks like LinkedIn, YouTube, and Flickr etc. Create Facebook business “Fan” page, along with programming tabs and integration. For creating awareness and generate sale perform viral marketing on Facebook, twitter, flicker and other social networks.

• **Web Analytics:** Generation & Analysis of traffic report using Google Analytics Tool to understand the effectiveness of the keywords being used and to measure the usefulness of the off-page optimization strategies.

PROFESSIONAL EXPERIENCE DETAILS:

1. [TEAM LEAD SEO/SMM] [VIRAL GROW MARKETING SOLUTIONS] [SEP 2019 – Till Date]

Job Responsibilities:

- Client Interaction & Preparation of Proposals
- Managing Team of SEO/SMM Experts
- Quality Assurance of Deliverable by Team
- Work with Website Development team to Drive SEO Activities.
- Detailed Evaluation of Client’s Websites
- Keyword Analysis
- Website Optimization
- Making Strategies for Off Page Optimization
- Making Strategies for Social Media Marketing (FB/Insta & Google Ads)
- Logging and Monitoring Project Progress
- Review of Traffic Reports Using Google Analytics

2. [SENIOR SEO EXECUTIVE] [ADBAZZAR MEDIA PVT. LTD.] [OCT 2018 – SEP 2019]

Job Responsibilities:

- Detailed Evaluation of Client’s Websites
- Keyword Analysis
- Website Optimization
- Making Strategies for Off Page Optimization
- Logging and Monitoring Project Progress
- Review of Traffic Reports Using Google Analytics
- Social Media Marketing (FB/Insta & Google Ads)

3. [SEO EXECUTIVE] [RASEO TECHNOLOGY, GURGAON] [JULY 2017 – SEPT 2018]

Job Responsibilities:

- Keyword Analysis
- Website Optimization
- Making Strategies for Off Page Optimization
- Logging and Monitoring Project Progress
- Review of Traffic Reports Using Google Analytics

SEO PROJECTS:

- NICHE- Yoga Studio (<https://www.amayaan.com/>)
NICHE- Gifts (<https://chitrachaya.com/>)
NICHE- Automobiles (<https://bikeblazer.in/>)
NICHE- Clothing Brand (<https://www.ammarzo.com/>)
NICHE- Hotels & Resort (<http://www.dynastyresort.com/index.php>)
NICHE- Travel (<https://www.maxiadventures.com/>)
NICHE- Education (<https://www.college-scholarships.com/>)
NICHE- Travel (<http://packersmovers.company/>)

SMO PROJECTS:

- NICHE- Yoga Studio (<https://yogparampara.co.in/>)
NICHE- Automobiles (<https://bikeblazer.in/>)
NICHE- Clothing Brand (<https://www.ammarzo.com/>)
NICHE- Jewellers (<https://moissani.in/>)
NICHE- Dry Cleaning (<https://watawash.com/>)
NICHE- Corporate Gifts (<https://innovativeideas.co.in/>)
NICHE- Clothing Brand (<https://karigiristudio.com/>)

SMM PROJECTS:

- NICHE- Yoga Studio (<https://yogparampara.co.in/>)
NICHE- Automobiles (<https://bikeblazer.in/>)
NICHE- Clothing Brand (<https://www.ammarzo.com/>)
NICHE- Jewellers (<https://moissani.in/>)
NICHE- Dry Cleaning (<https://watawash.com/>)
NICHE- Corporate Gifts (<https://innovativeideas.co.in/>)
NICHE- Cosmetic (<https://artisteclinics.com.au/>)

ACADEMIC TRAINING:

Training On	Bharat sanchar nigam ltd.
Company	BSNL Katihar
Duration	28 days

Training on	Automation (PLC & SCADA)
Company	Sofcon India Pvt. Ltd.
Duration	3 months

ACADEMIC PROJECT:

❖ **MINOR PROJECT**

Topic: CLAP SWITCH

The main principle of this project consist of a circuit is to convert sound energy into electrical energy.

❖ **MAJOR PROJECT**

Topic: Smart traffic control system

This project simply describe the new way of traffic control system i: e, density based.

EXTRA CURRICULUM

- First prize in Robotics competition held in college.
- Second prize in paper presentation held in college on the topic “optical fibre”.
- Organized and participate in cultural events at school and college level.

Computer Knowledge:

- Ms Office, Ms Excel, C & C++

Technical Skills:

- HTML, CSS, Understanding of WordPress & PHP encoding Websites.

Knowledge of SEO Webmaster Tools:

Google Sitemap Functionality, Google Sitemap Generation, SEO Elite ,IBP ,SEO Administrator, Click Tracks, Google Analytic, Web CEO, Word Tracker, Overture , Google Keywords Suggestion tool & Good Keywords, Web trends, Google Search Commands, Google Toolbar & Page Rank. Robots txt. Checker, Copyscape, Google Webmaster, Keyword Planner, Disavow Links, Anchor Text over Optimization

STRENGTH

- Team Leadership Quality , Self-confidence, Quick learning, Punctuality

PERSONAL PROFILE:

- Date of Birth : 05/Aug/1990
- Father name : Mr. Vijay Pandey
- Mother name : Smt. Anita Devi
- Nationality : Indian
- Marital Status : Un-married
- Permanent address : 24I, Chotta Panchgarh, Sahibganj 816109
- Hobbies : Reading Novels and Magazines related to technical fields.

DECLARATION:

I hereby declare that all the information given above are true and correct to the best of my knowledge.

Date:-

Place: -

MANISH KR. PANDEY