




VISHNU V


SEO SPECIALIST

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PROFESSIONAL PROFILE

Highly skilled and creative digital marketing expert with over 2 years of experience in developing and implementing successful digital marketing strategies. Proficiency in creating and executing innovative marketing campaigns and strong knowledge of SEO, SEM, Social Media Marketing and WordPress.

PROFESSIONAL SKILLS

- Search Engine Optimization
- WordPress
- Keyword research and competitive analysis
- Google Tag Manager
- Google Ads
- Google Analytics & Search Console
- Social Media Marketing
- Technical SEO
- Google My Business
- Facebook Ads

WORK EXPERIENCE

SEO SPECIALIST

Phitany Business Solutions Pvt Ltd

(10-2022 / Present)

- Successfully managed and optimized multiple SEO projects and social media profiles for a diverse range of clients, including Green Method Tech, Queberry, TCA, Benoit Technology, Reyson Badger, Silverline Hospital, Ernakulam Medical Centre, Supra Supra Hi-Tech, Alantech Industrial Solutions, Shanghai East Best Foreign Trade and Glassifieds.
- Conducted website audits, identifying technical issues and implementing on-page and off-page SEO strategies to enhance site performance and organic visibility.
- Generating new keyword ideas & implementing strategies for different niches.
- Generating content ideas for new inner pages & doing historical content optimization.
- Implementing strategies for website migration for multiple clients.
- Developing link-building strategies.
- Google My Business page optimization.
- Monitoring and managing Google Ads campaigns for different clients including Arabian Musandam Tours, Cambridge Education and Glassifieds.
- Creating social media strategies and updating creatives for different clients.
- Good proficiency in handling WordPress & Laraval websites.

SEO ANALYST

Pixbit Solutions Private Limited

(04-2022 / 10-2022)

- Social Media Optimization
- On page & Off page optimization
- Technical SEO
- Generating new keyword ideas & research
- Competitor Analysis
- Generating content ideas for new inner pages & Updating outdated content
- Developing link-building strategies
- Google My Business

SEO TOOLS SPECIALISED

- Google Analytics
- Google Search Console
- Google Keywords Planner
- Google Trends
- Screaming Frog
- Semrush
- Moz
- Answer The Public
- Google Looker Studio

KEY ACHIEVEMENTS

- Google Digital Unlocked certifications
- Google Analytics for Beginners certificate
- Social Media Marketing Certification, HubSpot Academy
- SEO Certification, HubSpot Academy
- SEO Fundamentals Exam | Semrush
- Google Ads Search Certification

SEO EXECUTIVE

Sysart Technologies (12-2021 / 04-2022)

- Social Media Optimization
- Facebook Ads & Audience Retargeting
- On page & Off page optimization
- Competitor Analysis
- Content Development for Websites
- Google My Business
- Social Media Accounts Management for Clients

DIGITAL MARKETING INTERN

Adsify digital marketing (08-2021 / 10-2021)

- Website Creation and Auditing
- Competitor Analysis
- Blog creation and content development
- On page optimization
- Off page optimization
- Social media optimization

ACADEMIC HISTORY

PLUS TWO

Board of Public Examination Kerala

- Year of Passing: 2017
- Member of IT club

BSc Computer Science

Kannur University

- Year of Passing: 2021
- Member of the National Service Scheme

Digital Marketing

Avodha Education Center In Kerala

- Course Duration: 2020-2021