**R.Mahendrasamy**

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**OBJECTIVE:**

To be associated with a progressive organization that gives me a scope to utilize my creativity, knowledge and skill accordance with the latest and be a part of a team that dynamically work towards growth of organization and gain satisfaction thereof.

**WORKING EXPERIENCE:**

**Working as SEO Expert in Akriveia Technologies, Bangalore, from 2016- present.**

* Create, manage and optimize PPC campaigns for clients.
* Analyze the performance of PPC campaigns and adjust strategies accordingly.
* Strategically plan and implement online advertising campaigns on sites like Facebook, Linkedin.
* Manage and maintain the organization’s website(s)
* Responsible for websites, social media, SEO, SEM.
* Monitor and evaluate search results and search performance across the major search channels

**Worked as Digital Marketing Executive in PGSOFTWARES, Coimbatore, from September 2014 to July, 2016.**

* Define requirements, tasks, and resources associated to SEO strategy
* Manage and execute implementation of SEO strategy
* Manage and Maintain CMS properties such us post and update content, including videos and images.
* Communication to clients, team, and management on strategy/project development, timelines, and results

**CORE COMPETENCE:**

* Search Engine Marketing(SEM)
* Search Engine Optimization(SEO)
* Campaign Management

**PROFESSIONAL EXPERIENCE:**

**Search Engine Optimization:**

* Perform keyword research and optimize existing content.
* Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages.
* Administer search engine programs (XML sitemaps, shopping feeds, webmaster tools).
* Implement link building campaigns in coordination with client SEO goals.
* Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals.
* Monitor and evaluate search results and search performance across the major search channels
* Communication to team and management on project development, timelines, and results
* Work closely with the other team members.

**Search Engine Marketing: (PPC)**

* Write and test new ad copy.
* Analyze and adjust bids on ad group and keyword levels for better positioning.
* Optimize all campaign and ad group extensions to improve performance. Make sure all link extensions are relevant.
* Adjust search term report to add new keyword opportunities. Add specific or different keyword match types for better per keyword bid control.
* Find and Fix negative keywords from search terms.
* Address Ad words suggested opportunities.
* Check campaign location settings and adjust location based bidding as necessary to improve performance.
* Check campaign ad schedule settings and adjust day/time bidding as necessary to improve performance.
* Check campaign device performance and adjust bids accordingly.

**Social Media Marketing:**

* Identify, evaluate and monitor relevant social media channels.
* Implement strategies for using social media channels for marketing purposes.
* Manage social media properties such as Face book.
* **Social media marketing:** Develop initial social media plan and presence for startup brand. Build social media calendar, posts, advertising and promotions across social media platforms and blogs.

# WORK HISTORY:

I have optimized and designed the following websites and got good rankings for many keywords in most of the major search engines.

|  |  |  |
| --- | --- | --- |
| **Industries** | **Domain** | **Role** |
| Manganese Manufacturers | Indsil Electrosmets Ltd www.indsil.com | SEO, Web Analytics  HTML,CSS |
| School | ABSM www.absm.edu.in | SEO, Web Analytics,  CMS Management |

**Current Projects Summary:**

|  |  |  |
| --- | --- | --- |
| **Industries** | **Domain** | **Role** |
| Hospital | www.touchoflife.in | SEO, SEM, Web Analytics CMS Management |
| Mobile Store | www.celtelindia.com | SEO,SEM,ORM Web Analytics |
| College | www.isc.edu.in | SEO, Schema code Web Analytics |
| Chartered Accountants | www.camanojkumar.com | SEO, Content SEO Web Analytics |

**TECHNICAL SKILS:**

Web Designing : Adobe Photoshop, Dream weaver, FTP, PHP&My SQL

Scripting Languages : HTML, CSS, JavaScript and XML, WAMP Server

Website CMS Tools : Wordpress, Joomla.

Documentation : Ms-Office Package

SEO Tools Used : Google Analytics, MAJESTIC, SEOMOZ.

**EDUCATIONAL QUALIFICATION:**

|  |  |  |  |
| --- | --- | --- | --- |
| Degree | College | Percentage | Year of Completion |
| MCA | Sri Venkateswara College of Computer Applications & Management, Coimbatore. Anna University Chennai. | 78% | 2013 |
| B.Sc. (IT) | SBK College, Aruppukottai. | 63% | 2010 |

**PROFESSIONAL CERTIFICATION:**

* Google AdWords Search Certification Valid Until 19 December 2017.
* Completed PHP-MYSQL at SOFTWARE TRAINING LABS, Bangalore.
* Subject-PHP-MYSQL (HTML, Java script, UI Designing, MySQL Database).

**ACHIEVEMENTS:**

* Attended 2 days’ Workshop in “NETWORKING CONCEPTS” in CSI club Chennai.
* Attended The International “COMAD” meet in IITB Bangalore.
* Attended International CII meeting in Chennai.
* Won first prize in state level technical symposium in Digital Ad zap at Devanga Arts College, Aruppukottai.
* Won second prize in National level technical symposium in Digital Boom Bazaar at MGR College, Hosur.

**PERSONAL DETAILS:**

Date of Birth :    10/May/1990

Language known :     English, Tamil

Nationality : Indian

Passport Number : M0144507

Parents Name : R.Rajakili R.Jothi

Spouse Name : Murugeshwari

**DECLARATION:**

I hereby declare that all the details furnished above are true to the best of my knowledge and belief

Date:

Place: (Signature)