CURRICULUM VITAE

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**CAREER OBJECTIVE**

I am seeking a challenging position with an organization that is rapidly expanding and offers good advanced potential. I am an ambitious, well-organized professional and internet addict in Digital Marketing and can work hard to my level best.

**ACADEMIC CREDENTIALS**

* M.B.A (HR, Finance) from JNTU University, Anantapur in 2017
* Bachelor Degree in Commerce (B.com Computes) from S.K University in 2014
* Intermediate (12th Standard in Commerce) in 2011 from Vivekananda Jr., College, Anantapur
* 10th Standard from Vishwa Bharathi High School, Anantapur in the year 2009

**PROFESSIONAL CERTIFICATIONS**

* [Google Certification](https://www.google.com/partners/#i_profile;idtf=110020600219736586921) on ADWORDS
* Certified in Digital Marketing
* Certified on TALLY ERP
* Completed Inventory maintenance L3 from Logistics Skill Council

**PROJECT**

**TITLE:** Online trading with reference to SHARE KHAN

**DURATION:** 45 Days

**SUMMARY:** The study of latest trends in Online trading and policies regarding awareness creation for customers and formulating better practices and policies by overcoming the drawbacks and issues. To know the online screen based trading system adopted by sharekhan and about its communication facilities. The appropriate configuration to set the network, which would link the sharekhan individual/members

**KEY SKILLS**

* **ON-Page Optimization :**
  + - * Title and Meta Tag Optimizations.
      * Optimizing websites by Analyzing Clients Individual WebPages using: Duplichecker, Copyscape, for Refreshing Content.
      * Keyword Optimization and Density Analysis.
      * Complete Website Analysis includes : Text to Html Ratio, Website Loading Speed, Site Navigation Structure, Creating Alt tags, Title Tags for images

Tools used: iWebchk, Screaming frog, Alexa rank, Seoptimizer.

* + - * Creating Google friendly Internal Urls.
      * Url Canonicalization Creation.
      * Creating 301,302 Redirects upon Requirements.
      * Solving Google crawl errors in webmasters.
      * XML sitemap Creation.
      * RSS Feed Creation.
      * Robots Text Creation.
* **OFF-Page Optimization :**
* Directory Submissions.
* Social Bookmarking in high PR sites.
* Profile Creation in Relevant Forums and Effective interaction to get Permanent Back links.
* Blog Commenting.
* Classified Submissions.
* Guest Blogging.
* Article Submissions.
* Press Release Submission.
* PDF submissions.
* Creating Attractive Infographics and Sharing in Social Networks for User Engagement.

**SEO AUDIT REPPORT: Finding all the missing factors such as sitemap.xml, robots.txt, schema.org and other factors.**

* **Google Webmaster Tool:**
* Analyzing Back links, Updating Sitemap, Solving Crawl errors.

**TECHINAL Know how**

* **Search Engine Optimization:**
* Back link analysis of competitors - Quality of back links, quality of pages the links are placed on and Collecting Quality related sites from competitors.
  + Tools used: Ahref’s, SemRush, Majestic Seo, Backlink Watch.
* Competitive analysis – Viewing top competitor sites for target keywords. Checking optimization techniques applied, analyzing back links and outbound links and strategies used to gain traffic.
* ANALYSIS REPORTS - Website Analysis, Competitive Analysis, Complete Business Analysis,
* Keywords Analysis: Google Keyword Planner, Word Tracker, Ubersuggest.
* Search Engine Optimization Strategy, Initial Ranking Reports.
* **Social Media Marketing :**
* Social Networking Profile Optimizations.
* Video Submission in top sites like YouTube, Daily motion, Flickr, Vimeo and optimizing, sharing to appear in top Results and increased views.
* Creating Pages in Face book, Face book Insights (Increased likes, Impressions),

Twitter, LinkedIn, Pinterest.

* Analysis on Competitor Social Networks Profiles on Twitter and Facebook.

**Personal Profile**



Name : Kiran Kumar Karanam

DOB : 24/01/1993

Languages known : ENGLISH, TELUGU, HINDI

Address : DOOR NO:-6-2-297

KOVUR NAGAR,

ANANTAPUR.

Hobbies : watching movies, playing cricket.

**Declaration:**

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for its correctness.

**Place:** Bangalore. YOURS SINCERELY,

**Kiran Kumar Karanam**.