



PROFESSIONAL EXPERIENCE

Madhan Kumar

Senior SEO Manager

Results-driven and meticulous SEO Manager with extensive experience in planning, implementing, and managing the company's overall SEO strategy. I've a total experience of 6 years in SEO. I tailor my approach to each client based on their goals and needs. Capable of handling teams and managing long-term projects.

Senior SEO Manager

Feb 2021 - Present

Gimmegamma

- Planning and Developing an effective SEO strategy that will help the company achieve its business objectives.
- Working closely with the account managers, senior consultants, content writers, designers, and SEO teams to manage and execute the task in a given timeframe.
- Analyzing and answering the client's queries
- Work with development teams to ensure technical SEO aspects are properly implemented.
- Extensive keyword research and content recommendation based on the search intent, relevancy, traffic potential, and ranking probability.
- To manage the day-to-day link-building activities
- Performing research, analyzing data, developing key insights and action plans based on campaign results

SEO Analyst

Dec 2018 - Sep 2020

Infinity Digital

- Perform technical SEO audits, monitor and analyze key technical SEO elements and recommend fixes and improvements.
- Possess an in-depth knowledge of on-page / off-page ranking factors & SEO techniques and help create and support On Page Content
- Research new backlink opportunities based on SEO Goals and manage link building process.
- Involving in the regular tracking of the optimization progress, and keeping records of the data.
- Provide recommendations and execute strategies for content development in coordination with SEO goals – general and keyword specific.

Junior SEO Analyst

Dec 2016 - Nov 2018

- Perform keyword research in coordination with client business objectives
- Involving in the regular tracking of the optimization progress, and keeping records of the data.
- Research new backlink opportunities based on SEO Goals

SKILLS

Certification

Google Analytics

SEO Tools Used

Ahref, SEMrush, Moz, Google Keyword Planner, Google Analytics, Google Search Console, Google Page Speed Insights, GTmetrix, Schema Markup validator, Schema markup rich result test, Screaming Frog, Scrape box, Hunter - Email Campaign, Sendgrid - Email Campaign, SEO Minion, SEO Quake

Microsoft Office

Excel and Powerpoint

Google Apps

Google Sheet, Google Document, Google Slides and Google Hangouts

Social Networking

Instagram and LinkedIn,

EDUCATION

BE.EEE - Sri Krishna College of Engineering

Coimbatore

78%

2013

HSC - SBOA Hr. Sec. Sch

Coimbatore

81%

2009

SSLC - SBOA Hr. Sec. Sch

Coimbatore

86%

2007

CONTACT INFORMATION



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