

Over 14 years of experience in strategy planning operation management in Digital Marketing. Extensive experience in SEO Strategy Planning ,for overall management ,supervision and implementations of SEO programs .Involved in developing digital marketing campaign handling cost saving initiatives. Hold the distinction of designing training modules and organizing the team for up gradation in latest digital marketing techniques.Strong communicator with the ability to ensure execution of the time bound deliverable.

Proactively present program recommendations and quantified benefits to client in order to advance clients' goals and objectives. Develop redirect strategies and work with tech teams through implementation. Clearly communicate complex issues to clients.Research and development of new and current services, work closely with account Dept, on SEO initiatives. Responsible for managing day-to-day operations of web site, establishing site maintenance procedures, security, performing traffic analysis, generating site reports, and responding to visitor inquiries .Support account management team members on initial and monthly sustaining SEO tasks.On-page SEO audits across multiple open source and in-house applications. Paid search (Google Adwords, MSN, Face Book and social media marketing Experience with web analytics programs ( Google Analytics, Webtrends, MixPanel.)Outstanding drive and strong problem solving and communication skills with Analytics (Google Analytics,Web Position Gold,WebTrends, Omniture, Urchin 5,Search Bid Management Utilities) Strategy,Planning, keyword research,competitive Analysis.Direct involvement in web analytic, including monitoring results of projects, locating problem areas and their causes, and providing strategies based on the data.Participate with product, editorial, and marketing teams in planning meetings and discussions.Concentrate the business on SEO best practices.