

Sathananthan

DOB – 12/03/1993 | Languages – Tamil & English | Email: sathabtech@gmail.com | Mob: +91-9944705053

Career Objective

An innovative digital expert, I work on numerous forms of projects to help increase online visibility and sales. I discover and execute new digital strategies to boost ahead of the competition.

Skills

- | | | |
|------------------------------|-----------------------------|--------------------|
| - Search Engine Optimization | - Landing Page Optimization | - Google Analytics |
| - Social Media Optimization | - Lead Generation | - Content Research |
| - Link Building Strategies | - Website Auditing | - Keyword Planner |
| - Keyword Research | - Google Search Console | - WordPress |

Experience & Highlights

Feb 2019 – Present

Tranxit Technologies, Chennai – Digital Marketing Executive

- Actively involved in SEO efforts
- Device creative ideas for content marketing and website
- Collaborate with designers to improve user experience
- Measure performance of digital marketing efforts using numerous web analytics tools - Google Analytics, Search Console, etc.

Oct 2016 – Feb 2019

GeakMinds Inc., Chennai – Digital Marketing Executive

- Handled global clients
- Complete management of SEO Methods - generating ranking reports, conducting site audits and more.
- As per client's SEO goals, implemented successful link-building campaigns.
- Smart SEO strategy planning, keyword research and implement advanced SEO techniques.
- Monitored competitive landscape and industry trends to identify best practices in UI design, online advertising and user-generated content.

Jul 2015 - Oct 2016

ISOFT Innovations, Chennai – SEO Analyst

- Generate website traffic through on-page and off-page activities.
- Analyzing and planning for strong keywords.
- Monitored keywords ranking in search engines.
- Identified & executed new opportunities for link building.
- Created strong brand awareness and online presence for businesses.
- Increased user engagement on various social media platforms - Facebook, Twitter, LinkedIn, Pinterest, Quora etc.

Awards & Achievements

- **Star Performer** at GeakMinds, Inc. for the Month of August 2017
- Awarded the Top 3 Best candidate for direct internship in any company | June 2016 | Honor issuer **Youth4work.com**
- Developed an e-journal-publishing website called **BGR Publications**.

Education

- ✓ **B.Tech | Information Technology (IT) | C.S.I Institute Of Technology** | Affiliated to **Anna University** | Academic year **2010-2014** | Scored **61 %**
- ✓ Higher Secondary | **Baren Bruck Higher Secondary School** | **State Board** | Scored **69.3%**
- ✓ Secondary | **Baren Bruck Higher Secondary School** | **State Board** | Scored **86.4%**

Address

No. 60, Pachaiyappan Street
West Jaffer Khanpet, KK Nagar
Chennai - 600083

Declaration

I hereby declare that the above mentioned information are true to the best of my knowledge and brief.

Date:

Place:

(S.SATHANANTHAN)