

## CIRCULAM VITAE

MANISHKAPIL

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A highly motivated and confident individual who has a successful track record of making online marketing profitable, and who also possesses solid exposure to SEO and other related disciplines. Background experience in emerging trends, best practices and in evolving strategies to continually improve a site's performance in search results. Having highly technical knowledge of the industry along with a very good strategic approach to problems. Currently looking for a suitable position with a reputable and exciting employer.

### Duties:

- Getting clients' sites higher on the search engine results.
- Actively researching, testing and proposing new approaches to improving search engine rankings.
- Selecting search phrases and choosing keywords.
- Advising and training up clients on the basics of search engine optimisation so they can look after their own websites.
- Implementing online search strategies.
- Analysing search results via Web Analytics and other specialist software.
- Optimising websites and landing pages.
- External link building with relevant high quality third party websites and directories.
- Internal link building within sites.
- Building relationships with other SEO professionals.
- Resolving technical issues related to a client's website.
- Constant evaluation of keywords.
- Searching for and finding suitable domain names for clients.
- Monitoring and tracking the performance of SEO campaigns, including site traffic, banner advert performance and back links.
- Providing remote support, advice and tips to clients.
- Developing cross platform e-marketing strategies.
- Involved in the annual SEO planning process.
- On Page and Off Page Optimisation.
- Organising research and surveys.
- Carrying out competitor research.
- Producing regular audits and writing up detailed monthly performance and progress reports for clients.
- Writing articles for customers and posting them on relevant blogs, forums and websites.
- Mentoring junior staff.

## PROFESSIONAL EXPERIENCE

### SEO competencies

- Staying up to date with the latest developments in the SEO field.
  - Knowledge of E-commerce, Word press
  - Knowledge of video search, blogging, twittering, web usability, site design, conversion rates, geo targeting, and ranking methods etc.
  - Commercially aware with good business acumen.
  - Extensive understanding of how to follow compliance guidelines and avoid black hat techniques that can damage a clients website.
  - Email marketing, e-newsletters and campaigns.
  - Social media campaigns.
  - Understanding of mobile technologies.
  - Content writing.
  - Possessing basic HTML skills.
  - Knowledge of MS Word, Excel and of using CMS.
  - Expertise in **Search Engine Optimization**
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- Experience in optimizing various client websites
  - Experience in **Meta-Tags** Creation.
  - Experience in keyword feasibility and keyword research using **Keyword Research Tool**
  - Website & Keywords Research Analysis
  - Experience in creating sitemap, robots.txt
  - Knowledge of video sharing
  - Knowledge of slide creation and sharing
  - Knowledge of HTML TAGS
  - Knowledge of file-zilla(FTP)
  - Knowledge of Google Analytics & google webmaster tools.
  - Knowledge of google adwords
  - Experience in working on Online form submissions, directory submissions, article submissions, blog
  - Submissions, press releases, classifieds and websites bookmarking
  - Experience of Admin Panels as Word press.
  - Worked on asp.net back-end website
  - Experienced in Client Interaction through emails and voice chats.
  - Responsible for maintaining **Off Page Reports, Traffic Analysis Report**

### Personal

- Able to prioritize work according to importance.
- Excellent communication skills for client facing meetings.
- Clear understanding of ROI analysis.
- Willing to work off site at clients offices.
- Able to explain SEO concepts to non technical people including audiences.
- Possessing a analytical mind.

- Self motivated and ambitious.

## **KEY COMPETENCIES AND SKILLS**

- Link building
- Lead generation campaigns
- Content management
- Pay Per click (PPC)
- Internet marketing
- Affiliate marketing
- META optimization
- Website management
- Campaign management
- Site structure
- Custom page creation
- Social Media management
- Advert writing
- Bidding strategies

## **Experience**

1. Working as SEO analyst in ITFT College in Chandigarh from one year. My Job Profile is to work on in-house client websites.

2 . Worked as an SEO Executive in Invertedi in IT PARK, Chandigarh. My Job profile is to promote client and in house websites through on & off page SEO process.

3. Worked as an SEO in Shivansh Technologies (P) ltd in Chandigarh. My Job profile is to promote client and in house websites through on & off page SEO process.

4. Worked as SEO in 61designstreet in IT PARK, Chandigarh. My Job profile is to promote client and in house websites through on & off page SEO process.

1. Worked as SEO analyst at ITFT college.
2. Worked as SEO & content writer at Shivaansh Technologies for 9months.
3. Worked as SEO analyst at ITFT College.
4. Worked as SEO analyst at 61designstreet. Worked for 1 year.
5. Worked as SEO cum Content writer at Thakhar Infotech & Automations. Worked for 1 year.
6. Worked as Junior SEO executive at Wensil I Technologies for 6 months.

## **Besides SEO**

1. Worked as Desktop Support Enginner at Patel Hospital, Jalandhar. My Job Profile is to sort out the problems of different wards, troubleshooting of computers. From jun 2008 to Jan 2010.

2. Worked as ERP-Support Executive at Sapphire Consultants, Jalandhar. My job profile is to sort the problems where the ERP-ORACLE was being installed. I was handling one big factory and 2 small factories in which all modules are inter-linked with each other.

The ERP- ORACLE Modules includes

- Store
- Salary
- Production
- Accounts
- Purchase

In this all the modules are inter linked with each other.  
From Dec 2006 to April 2008.

3. Worked With India's Largest Axle Manufacturing company  
**GURU NANAK AUTO ENTERPRISES, Bundala as S-1 Enginner**  
**From aug-2004-aug2006**

**Education**

- Master in Computer Applications-2010 Punjab Technical University, Jalandhar
- Bachelor in Computer Applications-2002 Punjab Technical University, Jalandhar
- Also cleared Microsoft Exam MCP as well as MCSA.

**Hobbies & Interests** Traveling, music, movies, driving, computers.

**Date of Birth** September 18th 1982

Manish Kapil  
Sd/-

**Place: Chandigarh**

**Date: June 8, 2016**