

Mohamed Javith A

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Professional Objective

To work with an organization that provides challenging environment for learning and growth to become an excellent IT professional.

Academic Profile

- ✓ M.C.A [Computer Application] from Jamal Mohamed College, Trichy, affiliated to Bharathidasan University with 71% (2012-2015).
- ✓ B.Sc [Computer Science] from Jamal Mohamed College, Trichy, affiliated to Bharathidasan University with 65% (2009-2012).

Web Skills

Web Design : HTML, CSS, Php, Wordpress, Photoshop, Flash

Digital Marketing Hands-on Tools / Key Skills

On page optimization : Meta Tags, Description, Keyword Research, Creating Robots File, Sitemaps, Anchor Text Optimizing Content, Image Tag Optimization, Canonical / 404 Implementation, Keyword Density Analysis, URL Renaming / 301 Re-writing, Google Analytics, Google Webmaster Tools.

Off page optimization : Submission to Search Engine, Directory, Social BookMarking, Social Profile, Blogs, Free Classifieds, PDF and PPT Submission.

Adwords : Google Adwords, Google Adsense, Google Analytics, Keyword Research.

Social Media : Google +, Facebook, Twitter, YouTube, LinkedIn.

Certification

- ✓ Google Analytics Certified.
- ✓ Google Adwords Certified.
- ✓ Google Digital Garage Certified.
- ✓ Google Digital Unlocked Certified.
- ✓ Google Mobile Sites Certified.

Work Experience

- ✓ 2+ Years of experience in the area of Digital Marketing & Web Design.
- ✓ Good Knowledge in Digital Marketing Analysis.

Previous Employment

Employer : Samsaj Info Tech, Trichy
Duration : May 2015 to May 2016
Role : Web Designer & Junior SEO Analyst.

Current Employment

Employer : RSoft Technologies, Chennai
Duration : August 2016 to Present
Role : Head Digital Marketing.

Roles and Responsibilities :

- ✓ Head Digital Marketing.
- ✓ Team Co-ordinate
- ✓ Generating previous reports on websites status.
- ✓ Adding Google Analytics code in websites.
- ✓ Adding Meta Title, Meta Description, Meta Keywords.
- ✓ Copy content checking, Adding fresh content with keywords.
- ✓ Manage Google Web Master Tool, Adwords Keyword Planner.
- ✓ Creating Sitemap, Robot.txt, 301 redirect, 404 custom error page.
- ✓ Off page submission - Directory, Social BookMarking, Social Profile, Blogs, Classifieds.
- ✓ Trafficking and Managing online advertising campaign.

Ad-Ops Skills

- ✓ Website Design and Development
- ✓ Search Engine Optimization (SEO).
- ✓ Search Engine Marketing (SEM).
- ✓ Social Media Marketing (SMM).
- ✓ Social Media Optimization (SMO).

Personal Information

Date of birth : 19.11.1990
Language known : Tamil, English.
Present Address : 37, Anna Nagar 1st Street, Tansi Nagar,
: Velachery, Chennai – 600 042.
Permanent Address : 43/1 Hospital Street, Thuvrankurichi, Trichy – 621 314.
Marital Status : Single

Other Activities

- ✓ Participated in Workshop on Android App Development.
- ✓ Participated in Digital Marketing Seminar.
- ✓ Software core member in Swap 2k13.
- ✓ Member in Computer Society of India.

Hobbies

- ✓ Browsing.
- ✓ Watching TV.
- ✓ Music.

DECLARATION

I hereby declare that all the details and particulars furnished above are Correct to the best of my knowledge.

Date :

Place :

(Mohamed Javith. A)