



NAVEEN J

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SUMMARY

Experienced Digital Marketing and SEO professional with a proven track record of success over 4 years. Proficient in developing and implementing comprehensive digital marketing strategies to drive brand awareness, traffic, and conversion. Skilled in SEO tactics, including keyword research, on-page optimization, and link building, resulting in improved search engine rankings and organic traffic growth. Strong analytical abilities to assess campaign performance and optimize strategies for maximum ROI. Effective communicator and collaborator with a passion for staying updated on industry trends and leveraging emerging technologies to achieve business objectives.

WORK EXPERIENCE

Senior Executive – Digital Marketing, Monotech Systems Limited 4 June 2024 - 03 Jan 2025

- Developed and implemented comprehensive digital marketing strategies to enhance brand visibility and lead generation.
- Managed and optimized SEO, SMO, and PPC campaigns to drive organic and paid traffic.
- Planned and executed data-driven email marketing campaigns for customer retention and lead nurturing.
- Conducted keyword research, competitor analysis, and performance audits to improve online presence.
- Monitored and analyzed website performance using Google Analytics.
- Created visually compelling social media posters using Canva, ensuring brand consistency and audience engagement

Senior SEO Analyst, Digispoc Technologies 2 Jan 2024 - 28 March 2024

- Conducted comprehensive keyword research to identify high-value, relevant keywords that drove organic traffic to the website.
- Optimized website content, including meta tags, headings, images, and internal linking structure, to improve search engine rankings for target keywords.
- Identified and resolved technical issues that affected search engine crawling and indexing, such as site speed optimization, mobile-friendliness, schema implementation, and XML sitemap management.
- Planned and executed link-building campaigns to acquire high-quality backlinks from authoritative websites, directories, and other relevant sources.
- Conducted competitive analysis to identify strengths, weaknesses, opportunities, and threats in the search landscape. Used insights to refine SEO strategies and tactics.
- Monitored website performance using SEO tools like Google Analytics, Google Search Console, and third-party SEO software. Analyzed data and prepared regular reports to track key metrics and performance indicators.
- Developed and executed content strategy ideas to create engaging, high-quality content that attracted and retained organic traffic. This included blog posts, articles, infographics, videos, and other multimedia content.

- Developed and executed comprehensive digital marketing strategies aligned with business goals and target audience preferences.
- Planned, implemented, and optimized digital marketing campaigns across various channels, including social media, email, search engine marketing (SEM), display advertising, and content marketing.
- Created compelling and engaging content for digital channels, including website copy, blog posts, social media posts
- Managed and maintained social media profiles and pages, including content planning, posting, engagement, and community management. Monitor social media trends and implement strategies to increase followers, engagement, and brand visibility
- Implemented on-page and off-page SEO techniques to improve website visibility and rankings on search engine results pages (SERPs). Conducted keyword research, optimize meta tags and content, and analyze SEO performance metrics.
- Planned and executed email marketing campaigns to leads, drive conversions, and retain customers. Developed email content, designed templates, segment lists, and analyzed campaign performance.

SEO Analyst, Croyez Immigration**18 November 2019 - 16 December 2022**

- Analyzed keyword competitiveness and search trends to prioritize target keywords for optimization.
- Optimized website content, meta tags (title tags, meta descriptions), headings, and URLs to improve search engine rankings for target keywords.
- Ensured content was well-structured, readable, and optimized for both users and search engines.
- Implemented schema markup and other structured data to enhance search engine visibility and improve rich snippet appearance.
- Identified and fixed technical issues that could impact search engine crawling, indexing, and website performance.
- Performed website audits to identify issues such as broken links, duplicate content, crawl errors, and site speed issues.
- Optimized website architecture, XML sitemaps, and robots.txt files to improve crawlability and indexation.
- Optimized existing content and created new content to address user search intent and provide valuable information to target audiences.
- Identified opportunities for guest blogging, outreach, and partnerships to build a strong backlink profile and improve website authority.
- Planned and executed link-building campaigns to acquire high-quality backlinks from relevant and authoritative websites.

EDUCATION

- M.SC Computer Science from Vidyasagar College of Arts and Science, Bharathiar University, Udumalpet
- B.SC Computer Science from Vidyasagar College of Arts and Science, Bharathiar University, Udumalpet
- HSC from Palani Gounder H.S.S, pollachi.
- SSLC from Rukkumaniammal H.S.S, pollachi.

CERTIFICATION

- Successfully Completed Certification course in Advance Digital Marketing at Proplus Logic Coimbatore from August 2019 to September 2019

SKILLS:

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| • Knowledge on WORDPRESS | • Search Engine Optimization |
| • Knowledge on HTML, CSS | • Social Media Optimization |
| • Email-Marketing | • Search Engine Marketing |