

SRINIVAS SARAKADAM



(Google Analytics & Adwords Certified)

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www.facebook.com/seoexpert

www.flickr.com/photos/seo-expert/

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Total Internet Marketing Experience: 10 +

Details...

Senior Manager - Online Marketing

Trivedi LLC

April 2013 – Dec 2013 Bhopal Area, India

My Roles and Skills:

1. Efficient **Leadership** in all online marketing teams.
2. Search engine optimization plans for both on page and off page tasks according to the As per the **updates of Google**.
3. Strategic preparation for more than 10 **Social Media** Channels
4. Preparation and Implementation of **PPC** (Pay per Click) campaigns at Google Adwords, Facebook, LinkedIn, Twitter and Bing.
5. Developing **Ecommerce** strategies
6. Bringing a fresh and live face to the **content** and **graphic** departments by fulfilling their every need.
7. Handling and enhancing everything about **brand management**.
8. Created **blog** management to execute content marketing
9. Working on several processes to enhance **Online Reputation**(ORM)
10. Technical issues resolving with **Web** team
11. Using Infusion soft CRM for email marketing and **Lead Management**
12. Working on **3rd part tools** like Hoot suite, Woorank, SEO power suite to analyze and optimize the things.
13. Resolving **hosting issues** of various platforms like Godaddy, Hostgator, Amazon etc.,
14. Working on **word press** for core level integrations
15. Making weekly and monthly **reports** along with **bench marks** and targets

Manager – Digital Marketing

OMICS Group

April 2012 – April 2013 Hyderabad

As a manager – digital marketing at OMICS group my key role was to lead more than 25 members of SEO, SMO, ORM, Blog, Ecommerce and Digital marketing executives. This included paying attention to various issues from scratch level.

Basically OMICS Group has a range of websites in different verticals. Considering this versatility of the organization, optimization of all the sites established even prior to 2008 was a part of my duty.

With constant changes in the Google algorithm, we also revised the things at on page and off page of SEO. Application of vivid high end technical factors to resolve reputation issues was my prudent task. Self created ORM strategies were successful out there. Achieving extraordinary results at PPC of Google and Facebook was another asset.

I am proud to say I was behind the birth of a Wordpress blog for my company named www.sciencesblog.org. I was its sole creator and it was completely designed, coded, featured by me. Astonishingly, the Google page rank was upgraded from 0 to 4 within a short span of 4 months. Later on, with the support of my team members 6 more blogs were developed in various genres for this organization. Web designing being my passion, I developed and presented various sites for the company. My MD personal site was also in my catalog which received PR3 in just 2 months. The company's online traffic has been increased from 60K visits per month to 3.8 lakh per month during my association with it.

Conducting SEO/SMO/Digital Marketing Seminars

Freelance

January 2009 – August 2013 (4 years 8 months) Andhrapradesh

I organized and hosted various seminars and workshops on SEO and SMO. These seminars were pioneers creating awareness for SEO and SMO Aspirants in all aspects.
<http://www.flickr.com/photos/seo-expert/>

Professionals from different fields of technology participated in these workshops representing their respective companies. More than 1000 students also got benefited through those programs.

SEO Manager

SEOpact

January 2010 – April 2012 (2 years 4 months) Visakhapatnam

I managed a team of 5 SEO executives and 2 SMO executives

I did core level SEO work for regular as well as Ecommerce websites.

Keywords Research and Analysis, On Page Optimization, Meta Tags, Canonical / 404 Implementation, Architecture, Header and footer, Creating sitemaps, Keyword Density Analysis, Anchor Text, URL renaming/re-writing, Malware Removal Guidelines, Image tag optimization, Creating Robots file etc. was the heterogeneity of my work with this organization.

I took an aid of the Google services like webmaster tools, Google Adwords, Google Adsense, Base, Google analytics, trends, Sandbox effect etc. in order to accomplish my tasks.

I was actively involved in various off page tasks like Directories, DMOZ, Page Rank, RSS feeds, Social bookmarking, W3C Validation, Embed Google Map web pages, Article Submission, Free Classifieds, Forums, Press Releases, Video optimization, Link Building, Blog Comments etc.,

Online Marketing - Team Leader

www.indianbillgates.com

January 2005 – December 2009 (5 years) Visakhapatnam

Handled projects on WHM, RV Site Builder, Photoshop etc.,

Worked on various online money concepts like Google Ad sense, EBay, Commission Junction, Setup E-Business, PayPal integration etc.,

I made various assignments on Web Analytics, Web hosting ,Reseller platforms, Affiliate marketing , Mobile marketing, Social Media Marketing etc.,

Also gave the training to various students on Online Money Earning

Worked on Digital Marketing campaigns for Andhra pradesh based local clients.

My specialization was Email marketing and Social Media Optimisation

SEO, SMO, PPC Freelancer

www.sarakadam.com

March 2009 – January 2012 (2 years 11 months) Hyderabad Area, India

I managed hundreds of Search Engine Optimization and Web Marketing campaigns as SEO consultant across various industries and verticals including financial, automotive, real estate, education, social media, non-profit, publishing, legal, manufacturing, retail, entertainment, technology, recruitment and pharmaceutical, both B2C and B2B for 2 + years

My testimonials at www.sarakadam.com/seo-freelance-work/

EDUCATION

M.Sc at AMAL College, Andhra University, Visakhapatnam (2002 – 2004)

B.E at Sir C R Reddy College of Engineering, Eluru (1995-1999)

ADDITIONAL INFO

1. Interests

E-Business, Movies, Jogging, Knowing technology updates, Reading books etc.

2. Personal Details

Birthday : August 18, 1977

Marital Status : Married

3. Email

srinivas@sarakadam.com

4. Honors and Awards

Individual Youth Award from Union Ministry of Youth affairs and Sports @ 2003

4. NCC & NSS

Having C and B certificates of Naval Wing NCC. Participated in 2 National Integration Camps

Attended 4 NSS camps through Andhra University, Visakhapatnam.

5. Others

I am an active member of a Social Service Organization Adharana Charitable Trust - Which gives the Computer Literacy in Andhra Pradesh

I hereby declare that all the details given by me are true to the best of my knowledge.

Sincerely yours
SRINIVAS SARAADM

Key Skills: SEO(Search Engine Optimization),PPC(Pay Per Click),SMO(Social Media Optimization),SMM(Social Media Marketing),SEM(Search Engine Marketing), Web Analytics, Google Analytics, Email Marketing , Affiliate Marketing, Ecommerce Website Management, Blog Management, Word Press, Web Hosting, ORM(Online Reputation Management),SEO audits and reports, Photoshop, MS-Office, Video software, Business strategy, Brand Development etc.,

Key Positions: SEO Head, Head-Digital Marketing, Sr Manager-Digital Marketing, Online Marketing Manager, SEO Manager, PPC Manager, Social Media Manager, Social Media Head, Online Reputation Manager, Web Host Manager, SEO Specialist, SEO Expert, SEO Lead, Business Head, Ecommerce Head, SEO Project Manager etc.,