RAVI KANT   
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CAREER OBJECTIVE:-  
  
To work in a growth oriented organization where I can integrate my SEO, Internet Marketing, and Software skills in the IT industry especially to excel in the field of SEO/SEM.  
  
  
PROFESSIONAL SUMMARY:-  
  
  
• Post Graduation in MBA (E- commerce) with having excellent knowledge of SEO & Internet Marketing.  
• SEO: - Expert in all aspects of Natural/Organic Search Engine Optimization, Search Engine Marketing (SEM). In depth knowledge of ethical/white-hat techniques accepted by major search engines Google, Yahoo and MSN.  
• Keyword Research: - Researching the top keywords using tools such as Word Tracker, Keyword Discovery, Google Keyword Suggestion Tool, Google insights Search Tool, Good Keyword etc.  
• Web Analytics: - Extensive knowledge of website Monitoring through server logs and Page tagging tools such as Google Analytics, AWStats etc.  
• Sound Knowledge of Google Webmaster Central Tool.   
• SMO/SMM: - Extensive background in Social Media/Networking and its use in Online Marketing. Digg, MySpace, Stumbleupon, Facebook, Delicious, Reddit, Twitter, Diggo, Technorati, Social Book Marking etc.   
• Excellent Knowledge of PPC Campaign Management.  
  
  
  
WORKING EXPERIENCE   
  
1.5 years of experience in the Analysis, Tracking and Optimization of Web Applications.  
  
 Working with Capital City Travels and Tours, New Delhi since 2nd Feb 2009 till now and involved in SEO, PPC, SMO, Internet Marketing, Web Analytics, Funnel Tracking, and optimization of e-commerce web applications.♣   
 Worked with Xorient Technologies Pvt. Ltd., New Delhi since 13th Jan 2008 to 30th Jan 2009. and involved in SEO, SMO, Website Analysis.♣  
  
CTC: - 1,80,000 P.A.  
  
  
  
EXPERIENCE SUMMARY:  
  
1. Capital City Travels and Tours,  
  
Position: Sr. Search Engine Optimization (SEO) Duration: Feb 2009 to till date  
Primary Roles and Responsibilities:  
• Optimizing the websites to increase the traffic.  
• Analysis of client’s Website, Competitor Analysis and Top Keywords Analysis.  
• Keyword Researching.   
• On- Page and Off- Page Optimization.   
• Content Optimization: - Search engine friendly content development.  
• Image and Video Optimization.  
• PDF and MS word file Optimization.  
• Dynamic Optimization and Promotion of E-Commerce Websites  
• PPC Campaign Management (PPC and PPM).  
• Configuring Google Webmaster Central Tool.   
• Monitoring the Website Traffic with Google Analytics and AWStats Tools.   
• Email Marketing: - Tracking of E-mail Campaign.   
• Viral Marketing, Affiliates Marketing.