




SARVA RATCHAGAN R

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10 + Years of Experience in SEO, Sales, Marketing, Social Media, Content Outreach, SEO Auditing, Off-Page, On-Page SEO, Technical SEO, Blogging, Organic Search Traffic, Backlinks



SKILLS

SEO Auditing, Sales
On-Page, Off-Page
Technical SEO, SEO Tools
Organic Search Traffic



PROFILE

Driven Marketing Specialist and SEO on projects involving Marketing, on-page, off-page, and Technical SEO. Combine astute strategic, business, and analytical skills.



PROFESSIONAL EXPERIENCE

- **SEO & Social Media Specialist**
South Travel DMCC - Dubai
Sep 2021 (Currently)
 - **SEO & Marketing Specialist**
Zoniac Inc - India
Jan 2019 - July 2021
 - **SEO Executive**
Transguard Group LLC - Dubai
Nov 2017 - Nov 2019
 - **Freelancer SEO** - India
Aug 2012 - Nov 2016
- Expert-level knowledge of Google Analytics, Google Ads, SEO, SEM, Social Media Marketing, and Email Marketing.
 - Exposure to SEO Auditing, Off-Page, On-Page SEO, WordPress, Blogging, Organic Search Traffic, and Backlinks.
 - Technical SEO - Maintain Search consoles, Bug Fixing, and Disavow Links.
 - Knowledge using all SEO tools like Moz, Screaming Frog, SEO Book, Woorkrank, Open Site Explorer, Semrush, Ahrefs, and Backlinks.
 - Experience planning and executing outreach campaigns for link-building.
 - Keeping up to date with the latest SEO best practices, trends, and algorithm updates.
 - Responsible for ongoing monitoring and tracking of the site and technical performance on a weekly, monthly, and quarterly basis.



EXPERTISE

Marketing Campaign
SEO, SEM & SMM
Off-Page & On-Page SEO
SEO Auditing
Sales & Marketing
Search Console



EDUCATION

2007 - 2011 **B.Tech - Information Technology.**
Anna University

2006 - 2008 **Diploma in Computer Engineering.**
Dote (Tamil Nadu)

2003 - 2004 **H.S.C - 12th Standard.**
Government Hr. Sec. School



SKILLS

Leadership
Communication
Blogging
Strategic Planning
Visual Presentations
Public Speaking



INTERESTING

Learning New Things
Creative spirit
Reliable and professional
Time management
Team player
Team Handling



HOBBIES

Playing Cricket
Watching Movies
Ball badminton, Carrom
Reading new things on Google
Blogging
Online Games

"Effective Search Engine Optimization Requires a Organic Traffic, Not a Paid Traffic"