

RESUME

SURENDER KUMAR

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Career Objective:

To thrive on professional credentials and seek a challenging job in a reputed organization and to integrate my SEM/SEO, Internet Marketing, Analytical and software skills in the IT industry especially to excel in the field of SEM/SEO (Internet Marketing/Search Engine Optimization)

To create niche in the organization through my knowledge, skills and my positive attitude.

PROFESSIONAL PROFILE

- Self motivate and fast learner with ability to quickly adjust the new responsibility in diverse environment.
- An effective communicate of with demonstrated organizational abilities diagnosing and resolving complex issues.

ACADEMIC QUALIFICATION

- **10th** passed from U.P Board.
- **12th** passed from U.P Board.

PROFESSIONAL QUALIFICATION

- **BA Passed** from Kurukshetra University (Kurukshetra).
- **MCA Pursuing** from Punjab Technical University.

IT SKILL / KNOWLEDGE

- **Language known** : HTML/CSS , C, C++, VB
- **Software** : Dreamweaver, All major browsers
- **Operating System** : Windows XP/98/2007, Linux
- **Internet** : Internet Marketing, Surfing, SEO, PPC, SMO

Organizational Experience

Since May 09 to Dec 2009
Since Dec 2010 to Till Now

Sales Executive
Sr. SEO

Virtual Employee Online
RNS Informatics Pvt. Ltd.

My Work Profile:

Keyword Research:

Researching the best keywords using tool as Google Ad words, with less competition and high search volume for high Ranking of website.

On-Page Optimization:

Broken link check, Website Analysis, Competitor Analysis, Keywords Selection, Meta Tagging, Content optimization, alt tag on images, Google Webmaster Tool and Google Analytical Tool Code Installation.

Off Page Optimization:

Search Engines Submission (Google, Yahoo, Bing (MSN Etc.)
Local Search Engines Submission (Google Local, Yahoo Local, Msn Local Etc.)
Directory Submission (One Way Links)
Article submission
Press Releases
Blog Submission (blogger.com, wordpress.com, livejournal.com, xanga.com, bloglines.com, myspace.com, blog.com)
Forum Submission
Link Exchange (With Website Related Sites)
Social Media Optimization
Google Webmaster Tool
Google Analytical Tool
Feed Submission
Competitor Watch
So many other things like (page rank check, Meta tag analyze, density check, Alexa rank check and increase Alexa ranking etc)
Google Ad words: - PPC, Ad Creation, Bid Management etc.

List of the projects I am handling....

7 Projects – Links will send on request.

Worked on 50+ projects

4. ACHIEVEMENT

- Successful Planning, Layout, Configuration, and Installation of the Software's in the organization
- Actively participated in various seminars and group discussions held in college.

5. PERSONAL INFORMATION

Father's Name	:	Sh. Satyavan Singh
Date of Birth	:	04 th March 1988
Marital Status	:	Single
Hobbies	:	Internet Surfing and Exercising.
Language known	:	English & Hindi.

Permanent Address : BA 10- Shalimar Bagh, New Delhi

Date - 03-Aug 2014

Place- New Delhi