**Richi P**

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**Email**: richipattnaik@gmail.com

**Location:**  Bangalore

**Summary:**

* A Result oriented individual with **3 years** of experience in Search engine optimization (SEO), Search Engine Marketing (PPC), Social Media Optimization (SMO), Social Media Marketing (SMM) and as well as **website maintenance**.
* Experience includes Organic **SEO,SEM, SMM, Google AdWords**, Link Strategies, and Google Analytics, Webmaster tools, on page and off page SEO, Blogging and content optimization on various domains.

**Key responsibilities:**

* Website Optimization, Competitive Research, Setting and achieving targets and SEO Strategy Implementation.Generating traffic, Web Analytics reports.
* Google Analytics monthly traffic reports, Keyword ranking reports
* Monthly Weblog Traffic Reports,AdWords Management and Reports generation.
* Developed and modified Meta tags, Alt tags, interlinking, anchor tag etc. of various pages
* Done Competitive analysis to analyse the competitors according to their various business units and implemented SEO Strategies accordingly.
* Planning of landing page for PPC such as design and content suggestions.
* Ad banners content and design suggestions.
* Landing Page Content, design management and taking care of Website performance in Search Engines, analytics, and Check Website Speed and Malware Attacks.
* Ran Search and Display Campaigns
* Have experience in editing Word Press Sites related to SEO

**Work experience:** worked as digital marketing executive in DIGI VERTI and Kenstone currently working as freelancer content writing for collegedunia.com

**DIGITAL MARKETING SKILLS:**

On-Page works handled:

* Title Tag Optimization
* Keyword analysis
* Competitor site analysis
* Meta Tag Optimization
* Heading Tag Optimization
* Alt Tags
* url mapping
* Keyword Density Checking
* Xml Sitemap Creation
* Robot txt File Creation
* Web audit
* Internal linking
* Uploadation of meta tags in website

Off-Page works handled:

* Directory Submission
* Link Buildings [one way, reciprocals]
* Social Book Marking
* Create Blogs and Submission
* Blog Commenting
* Classifieds Submission
* Local Listing
* Article Submission

**Website Analysis**

* Preparing Tracking Report(Alexa Traffic report & Site traffic report)
* Competitor Site Analysis
* Google Keywords Tools, Google AdWords Editor, KWFinder
* Google Webmaster Tool, Google Analytics, SEMRush, Majestic SEO

Social media :

Posting content in social media such as facebook

**Professional it training**

Completed training on **ASP.NET (C#) from Indus net academy kolkata**

**Project EXperIENCE:**

* Project name **:** **Online examination system**
* Duration **:** **Nov 2012- Feb2013**
* Technologies **:** **C#, MS-SQL** Server **2008**
* Environment **:** **MS Visual Studio 2008** for **Windows XP**

**Description:**

This web application provides facilities to conduct online examination worldwide.

It saves time as it allows number of students to give the exam at a time and displays the result as the test gets over. User can register, login and give the test with specific id and can see the result as pass or failed. In project of online examination system a website of online examination website design is created where master pages concept used. Where in menu home page, registration page, login page and result page is there .In registration page through stored procedures concept insertion of applicant data is done to data base (ADO technology).Where validation controls used for each data sent to database. In login page session concept used using stored procedure. Finally result page result is found out with pass or fail after appearing with exam. Result with session concepts.

* **Role & Responsibilities:**
* Involved in C# .Net coding, crystal reporting.
* Involved during requirement gathering phase.
* Gathered requirements, analyzing and preparing the Requirement

Specification document.

* Involved in coding, database design and creating stored procedures and

Functions.

* **NON-IT Experience:**

Worked before as site engineer for **4 years**

* Organization **:** Aster India Pvt. Ltd
* Project Name **:2\*60** MW Power Plant project
* Client **:** Thermax instrumentation ltd
* Role **:**  Site Engineer
* Duration **: oct 2008- oct 2012**
* **Description:**

Aster is a professionally driven infra engineering company providing a wide range of products & services to address customer requirements, primarily in the power and telecom infrastructure segments. Focus on quality; on time delivery and cost control have enabled us to reach where we are today, in our 13 year journey as an organization.   
We have presence across India and our international footprint extends to Asia, Middle East and Africa regions. We are a company that believes and lives by people empowerment and respect for each member of our team.

* **Role performed:**

Working as a site engineer which includes supervising and looking at the quality control measures for power plant construction where I have to check the quality of work during construction and get it checked by client before completion of work and my supervision & quality checking areas includes chimney, DM tank, LDO Tank, AVGF tank etc. And I was handling safety measures of workers, maintaining records of materials used for welding electrodes, cutting planes used for cutting, maintaining records for welding machine temperature. Materials used during welding .

* **ADDITIONAL SKILLS:**
* **AUTO CAD**
* 2-d drafting
* 3-d modeling
* **PRO-E WILDFIRE 4**
* **Educational Qualifications:-**
* **B.Tech** in **‘Mechanical Engineering’** from **“Eastern Academy of science and Technology” (EAST)** under **‘BPUT universityOdisha** in **2008**
* **+2 Science** in **‘P.N College’, ‘Khurda, Odisha’,** under

**C.H.S.E board.**

* **10th** from ‘**Seventh-Day Adventist Higher Secondary**

**School’, ‘Khurda, Odisha’,** under **‘I.C.S.E board’.**

* **Strengths:**
* Good grip in English language
* Highly energetic/ hard working
* Friendly/cooperative
* Honest in work
* Sincere/ dedicated towards work
* Believes in completion of work/self
* **Languages Known:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Speak** | **Read** | **Write** |
| Hindi | Fluent | Moderate | Moderate |
| English | Fluent | Fluent | Fluent |
| Oriya | Fluent | Fluent | Fluent |

* **Personal Details:**
* Father’s Name **:** Kishore Chandra Pattnaik
* Gender **:** Male
* Nationality **:** Indian

**DECLARATIONS: I do hereby declare that all the above information’s furnished above are true to the best of my knowledge and belief.**

**Place:*-*Bangalore Date: --------------**