

Naveen Mohan (SEO Specialist)

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Website:

<https://digitalnaveenmohan.in>

Location: Bengaluru, India

Professional Summary

SEO Specialist with 7 years of experience in Digital Marketing, including expertise in Search Engine Optimization (SEO), Social Media Marketing (SMM), and Content Strategy. Proven track record in improving organic search rankings and driving website traffic. Highly skilled in using analytics tools to optimize campaigns and increase ROI.

Key Skills

- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Meta Ads (Facebook & Instagram)
- Google Analytics & SEO Tools (Ahrefs, SEMrush)
- Content Strategy & Creation
- Keyword Research & Analysis
- Lead Generation and Branding/Awareness
- Email Marketing

Professional Experience

Digital Marketing Freelancer - October 2023 to Present

- Managing multiple SEO projects, increasing organic traffic by an average of 40%.
- Conducting technical audits and on-page SEO for various clients, resulting in top search rankings.

Digital Marketing Executive - Namsbel Global PVT LTD, April 2023 - September 2023

- Led SEO initiatives that resulted in a 35% increase in organic search traffic within 6 months.
- Implemented successful social media marketing campaigns across multiple platforms.

Digital Marketing Executive - Namsbel Global PVT LTD, January 2022 - August 2022

- Focused on keyword research, on-page, and off-page SEO strategies, improving SERP rankings for several keywords.
- Provided content recommendations to improve SEO and user engagement.

Digital Marketing Clients (Freelance) - July 2019 to December 2021

- Provided SEO and digital marketing services to multiple clients, improving their online visibility.
- Successfully ranked 'Softvent' in top 2 for 'Windows Application Software Company Bangalore' keyword.
- Ranked 'digitalnaveenmohan.in' in top 2 for 'Best Digital Marketing Consultant in Mysore'.

Business Development Manager - Skyway International Travels, Mysore - May 2015 to June 2018

- Implemented ZOHO CRM and trained employees, resulting in improved sales and customer management.

Business Development Manager - Atop Communication Solutions Private Limited,

Bangalore -September 2013 to February 2015

- Sold Industrial Automation Products like Ethernet switches and antennas to various clients.

Director & CEO - Ksheera Technologies Pvt Ltd, Bangalore - May 2011 to May 2013

- Headed business development, bringing significant projects to the company.

Business Development Manager - TLI Knowledge, Bangalore - Feb 2009 to April 2011

- Managed interactions with Qatar clients and secured projects for the company.

Business Development Executive - Oak Systems Pvt Ltd, Bangalore - Dec 2007 to Jan 2009

- Played a pivotal role in forming a partnership with Elvior (Tallinn, Estonia).

Center Manager - Software Information Solutions & Global Enterprises Infotech

Solutions, Bangalore - Nov 2003 to Nov 2007

- Responsible for SAP Training Institute's revenue generation.

Education

B.E. in Electrical & Electronics Engineering - The National Institute of Engineering, Mysore, 2006

Linguistic Skills: English, Hindi, Kannada, Telugu

Marital Status: Unmarried