

# Shancy K.R.

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## SR. SEOANALYST

A strategic and market savvy team builder and leader with more than 7 years' of compact work experience in interactive and social media planning. Possesses comprehensive knowledge and hands on experience of communities, blogs, social networks, analytics and SEO. Solid background in the world of web development and project management with core programming skills in languages such as J2EE and C#. Ability to combine technical knowledge and people management skills to decipher analytical data regarding SEO and online marketing. Demonstrated ability and competency in providing SEO services and implementing tools such as pay per click and web analytics for blue-chip companies. Constantly keeps up to date with systems and new technology in the industry. My key technical skills include:

<b>Programming Languages</b>	J2EE, C#, ASP.NET, XML, Joomla, Word Press, Tally Erp.9, Advance Excel, Web Design
<b>Databases</b>	MySQL, SQL Server 2000
<b>Servers</b>	Apache Tomcat, Apache 2
<b>Operating Systems</b>	Microsoft 9x, XP, 2000, Windows 7

### Core Competencies:

- Web Analytics Tools • Google Analytics • Accounts Management
- Content Creation and Promotion • Directory Submissions • Excellent Interpersonal Skills
- Need Analysis • Conversion Rate Optimization (CRO)
- Strategic Planning • Search Engine Ranking • Relationship Management

## ORGANIZATIONAL EXPERIENCE

SEO Analyst, FACTS Computer Software House LLC, Dubai

Dec'2015- Till Date

SEO Analyst, RUB THE WEB, Kaloor

Sep'13- Mar'15

SEO Specialist, HMGIT SOLUTIONS PVT. LTD., Cochin

Apr'10 - Mar'12

SEO Executive, RUB THE WEB, Kaloor

Oct'09 - Apr'10

- Primarily responsible for the management all phases of the operation and activities of a central warehouse system against specific operating plans, procedures, processes and work instructions
- Monitor key SEO and business metrics to provide insight and technical recommendation into how to improve performance
- Develop and maintain reporting and analysis needs related to search engine optimization effort
- Actively research industry news and trends and ensure the information is effectively distributed amongst the team
- Research, analyse and report on competitor rankings positions
- Coordinate link building team briefs with the SEO Managers – ensure achievement of campaign deliverables within project constraints
- Utilize internal and external data sources to maintain business reports. Provide detailed analysis on reports and any discovered trends on projects
- Track key SEO metrics, distributed reports, dashboards and event-based alerts
- Ensure data integrity across all SEO metrics, tracking and reporting
- Digging into client and competitor link profiles, ripping apart websites for a technical audit, researching popular

keywords and spotting content gaps

- Supporting and maintaining various reporting and analysis needs for performance-based businesses
- Communicating information in a manner that can be comprehended by non-analytical audience
- Executing search engine optimization tactics, ongoing evaluation of keywords, content and Meta data
- Campaigning performance tracking and link building
- Assist Sales and Account Management team in overcoming customer objections

#### **Achievements:**

- Created and maintained social media profiles- Facebook, LinkedIn, and Twitter
- Significantly improved SEO(Search Engine Optimization) for web properties
- Developed ways to significantly improve web content, create on-page and off-page optimization, website design and technical adaptation. Ensured visitor-friendly UI of web resources
- Kept up-to-date on increasing effective Internet popularity
- Increased websites' organic and referral traffic by 50-80%
- Successfully improved websites' performance and user engagement

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### **KEY PROJECTS**

- <http://www.facts.ae/>
- <http://www.factshcm.com/>
- <http://www.karmakerala.com/>
- <http://www.gobananas.co.uk/>
- <http://www.mensusa.com/>
- <http://www.providentestate.com/>

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### **ACADEMIC CREDENTIALS**

<b>Masters</b>	<b>Mahatma Gandhi University</b> , Kottayam (2007) <ul style="list-style-type: none"><li>▪ MCA</li></ul>
<b>Bachelors</b>	<b>University of Calicut</b> (2004) <ul style="list-style-type: none"><li>▪ Bachelor of Commerce</li></ul>
<b>PDC</b>	<b>University of Calicut</b> (2001)
<b>SSLC</b>	<b>Board of Public Examinations, Kerala</b> (1999)
<b>Course</b>	<b>Tally ERP9, Web Design and Excel</b>

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### **ACADEMIC PROJECTS**

- Main Project "Sales Accounting System" in 3 months for a client in [www.Fact.co.in](http://www.Fact.co.in). The project was developed in j2EE using SQL 2000
- Mini Project "Online Examination System" in 3 months for a client in [www.Niit.com](http://www.Niit.com). The project was developed in j2EE using SQL 2000
- Completed a project titled Online Examination System at St. Joseph's College, Devagiri, Calicut

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### **ADDITIONAL INFORMATION**

<b>Permanent Address</b>	Kandalanparambil (House), Naduvath (Post), Wandoor (Via), Malappuram (District), PIN Code-679328, Kerala, India
<b>Languages</b>	<ul style="list-style-type: none"><li>▪ English and Malayalam</li><li>▪ Reading and browsing</li></ul>
<b>Interests</b>	

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