

## Mohamed Javith A

**E-mail :** [mdjavith90@gmail.com](mailto:mdjavith90@gmail.com)

**Website:** [www.mdjavith.com](http://www.mdjavith.com)

**Mobile:** +91 96290 36200

**Linkedin:** [www.linkedin.com/in/mdjavith](http://www.linkedin.com/in/mdjavith)

### Professional Objective

To work with an organization that provides challenging environment for learning and growth to become an excellent IT professional.

### Academic Profile

- ✓ M.C.A [Computer Application] from Jamal Mohamed College, Trichy, affiliated to Bharathidasan University with 71% (2012-2015).
  
- ✓ B.Sc [Computer Science] from Jamal Mohamed College, Trichy, affiliated to Bharathidasan University with 65% (2009-2012).

### Web Skills

**Web Design :** HTML, CSS, Bootstrap, Javascript, Php, Wordpress, Adobe Photoshop

### Digital Marketing Hands-on Tools / Key Skills

**On page optimization :** Meta Tags, Description, Keyword Research, Creating Robots File, Sitemaps, Anchor Text Optimizing Content, Image Tag Optimization, Canonical / 404 Implementation, Keyword Density Analysis, URL Renaming / 301 Redirect, Google Analytics, Google Webmaster Tools, Google Tag Manager.

**Off page optimization :** Submission to Search Engine, Directory, Social BookMarking, Social Profile, Blogs, Free Classifieds, PDF and PPT Submission.

**SEM (Google Ads):** Search Ads, Display Ads, Shopping Ads, Video Ads, Remarketing

**SMM :** Facebook, Instagram, Twitter, LinkedIn

**Hands on Familiar Tools:** Google Keyword Planner, Uber Suggest, SEMRUSH, Google Analytics, Google Search Console, Google Tag Manager (GTM), Woorank, SEO SiteCheckup

### **Certification**

- ✓ Fundamentals of Digital Marketing Certified
- ✓ Advanced Google Analytics Certified
- ✓ Google Ads Certification
- ✓ SEMRUSH Digital Marketing Certified

### **Work Experience**

- ✓ 5 Years of experience in the area of Digital Marketing & Web Design.
- ✓ Strong Knowledge in Digital Marketing Analysis.

### **Previous Employment**

**Employer** : Samsaj Info Tech, Trichy  
**Duration** : May 2015 to May 2016  
**Role** : Web Designer & Junior SEO Analyst.

### **Current Employment**

**Employer** : RSoft Technologies Private Limited, Chennai  
**Duration** : August 2016 to Present  
**Role** : Digital Marketing Head & UI Designer

### **Roles and Responsibilities at RSoft:**

- ✓ Maintain and Monitoring all the campaigns in Google and Facebook.
- ✓ Onpage and Offpage Optimization for driving traffic and leads.
- ✓ Developing and Implementing effective SEO Strategies
- ✓ Making brand awareness through Facebook using paid campaigns as well as organic
- ✓ PPC account management and responsible for budget spending and ROI.

- ✓ Keyword Research and Competitor Analysis
- ✓ Created and maintained company websites and landing pages.
- ✓ Managing and Optimizing landing pages, CTAs and Lead Generation forms for maximizing conversions.
- ✓ Generate leads for company's product through organic and in-organic
- ✓ Analyzing the campaign performance and planning the right keywords for Google Ads
- ✓ Create detailed analytical reports on a daily and monthly basis

### Ad-Ops Skills

- ✓ Website Design and Development
- ✓ Search Engine Optimization (SEO).
- ✓ Search Engine Marketing (SEM).
- ✓ Social Media Optimization (SMO).

### Personal Information

Date of birth : 19.11.1990  
Language known : Tamil, English.  
Present Address : 2/22 Kanniyappan Street, Ramapuram, Chennai – 600 089.  
Permanent Address : 43/1 Hospital Street, Thuvankurichi, Trichy – 621 314.  
Marital Status : Single

### DECLARATION

I hereby declare that all the details and particulars furnished above are Correct to the best of my knowledge.

**Date** :

**Place** :

**(Mohamed Javith. A)**