

# Kanhu Charan Behera

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## WORK HISTORY

### OPERATION OF THE DEPARTMENT

INFINITI RETAILS PVT LTD. (11.sep.2018- 18.aug.2021)

Managing the Accounts transactions as well as check the User Experience of the consumer post the purchase.

### Previous Work History

#### Digital Marketing | SEO Executive | SEO Analyst

Apensys Media LLP | CIO Bulletin LLP | 01. Sep. 2021— 30. Nov. 2023 |

Web Digital Mantra IT Services Pvt. Ltd | Jan. 2024- 18. Jan.2025 |

### Job Responsible

- Building and optimizing websites for search engine traffic.
- Holding of 2 News and magazine website Resulting in Significant traffic growth And Lead Generation.
- Show with relevant keywords to increase organic traffic.
- solve technical SEO issues and implement SEO strategies.
- Amplified organic website traffic through effective on-page and off-page Optimization, Enhancing search engine Ranking.
- Managing Social Media Platform, Regular Post on Daily basis and Enhance Social media Followers.
- Building Backlink Strategically

### RECENT WORK HISTORY, ROLES AND RESPONSIBILITY

- Analyze SEO performance
- Site Audit on SEO Parameter Basis.
- Finding Issue in Technical parameter.
- Content Optimization and keyword Implementation.
- Website structure, UIUX Suggestion
- Keyword Tracking and Measure website Performance
- Running Social Media Campaign
- Initiated Keyword Research, On-page Optimization, Link Building and Other SEO Campaign.
- Implemented Web Analytics to track User Behavior and Identifying Opportunities for Optimization.
- Conducted Competitive Analysis and finding the content gap and implement to get Organic Ranking on google.

## **AREA OF EXPERTISE**

- On-page SEO & Off-Page SEO
- Technical SEO
- Website Audit
- Keyword analysis
- Website and Content Analysis
- Google Search Console and Google Analytics4 (GA4)
- Competitor Analysis

## **SKILLS**

- Basic of HTML
- Basic knowledge of CSS
- Basic of JavaScript
- Social Media Optimization
- WordPress Website Development
- SMM
- Knowledge on Google ads
- Local SEO, YouTube SEO, YouTube Monetization
- Graphics Design

## **EDUCATION BACKGROUND**

### **VIVEKANANDA INSTITUTE OF TECHNOLOGY (B.B.S.R)**

B-Tech, COMPUTER SCIENCE, 2013-2019 (B.P.U.T)

CGPA-7.2

### **ODISHA COLLEGE OF SCIENCE & TECHNOLOGY**

PRE-UNIVERSITY COURSE, 2011

Aggregate - 56%

### **SABARANGA HIGH SCHOOL, SABARANGA**

BOARD OF HIGHER SECONDARY EDUCATION (B.H.S.E)

Aggregate - 70%

## **Certification And Courses**

- I did 3 Month of Additional Basic Courses on Digital Marketing at Streamlyan academy, Bangalore.

## **Conclusion**

I look forward to any opportunity to discuss the position and what I can do for your company. I believe my vision and value align with the company and that fit an excellent fit for your organization. Thank you for your time in reviewing my resume.