

Chandan Shiralika

+91-6361160329 | chandanshiralika94@gmail.com | Bengaluru | [linkedin.com/in/chandan-shiralika-326618169](https://www.linkedin.com/in/chandan-shiralika-326618169)

PROFILE:

Motivated professional with over 7 years of experience, including more than 3 years in digital marketing and proficient in SEO, website design, email campaigns, social media, and content creation.

OBJECTIVE:

Seeking SEO Specialist roles to leverage expertise in enhancing organic traffic and rankings through strategic SEO initiatives. Dedicated to applying advanced technical skills and analytical abilities to drive measurable results and contribute to organisational growth in digital marketing.

SKILLS:

- Analytical skills, Web design skills, On-page SEO, Off-site SEO, Keyword research & Competitor analysis.
- Proficient in WordPress, Google Analytics and SEMrush.
- Skilled in Google AdWords, Social Media Marketing, and Adobe Photoshop basics.

WORK EXPERIENCE:

Digital Marketing Specialist - KVP Business Solutions | October 2024 - December 2024.

- Conducted keyword research, optimized website content, and implemented SEO best practices to improve organic search rankings.
- Managed social media accounts and developed strategies to increase brand awareness, engagement, and reach.
- Monitor website performance using analytics tools and make data-driven recommendations to enhance SEO efforts

SEO Specialist - Air Digital Card | December 2023 - September 2024.

- Identifying relevant keywords to target based on search volume, competition, and relevance.
- Designed, developed, and maintained the company's website content, optimising SEO to boost traffic and enhance page rankings.
- Optimising website content, meta tags, headers, and internal linking structure to improve search engine visibility.
- Monitored SEO performance using analytics tools, tracking organic traffic, rankings, conversions, and adjusting techniques as necessary.

Digital Marketing Executive - IQ Hired Consultancy Services | Oct 2021 - December 2023.

- **Search Engine Optimization:** Developed and designed two websites with strategic goals and audience engagement, enhancing SEO through keyword research and keyphrase integration for maximum visibility.
- **Social Media Marketing:** Creating engaging content for various social media platforms.
- **Email Marketing:** Launched and managed email campaigns designed to build higher brand awareness, stronger relationships with clients and generated new client leads.
- **Graphic Design:** Created logos, brochures, banners and other promotional content using photoshop.

Customer Service Representative - MACE Clontarf | Nov 2019 - April 2021.

Process Associate - Tata Consultancy Services Ltd. | Sept 2015 - Nov 2017.

EDUCATION:

Dublin Business School, Dublin, Ireland. - MSc in Digital Marketing | Sept 2018 – Oct 2019.

Oxford College of Commerce, Hubli, India. - Bachelors in Commerce | June 2012 - May 2015.

CERTIFICATIONS:

- SEO - Hubspot Academy. (Valid till June 2025)
- SEO Fundamentals Course with Greg Gifford - Semrush Academy. (Valid till June 2025)