

AKHIL G

DIGITAL MARKETER & SEO SPECIALIST

Recognized and skilled digital marketer with 6 years of experience. Award winning content marketer and a Google Hall of Fame member. Certified Digital Marketer and Digital Marketing Trainer.



SPECIALIZATIONS

- Digital content production
- Keyword analysis and creating SEO strategies.
- Competitor analysis & Content planning
- Driving organic traffic with digital marketing.
- Content editing, proofreading, and applying SEO techniques.
- Running paid campaigns on all platforms to generate leads.
- Leveraging Social Media strategies for client success.

WORK EXPERIENCE

Manager - Digital Marketing

TUTORCOMP INFOTECH INDIA PRIVATE LIMITED
DEC 2019 TO PRESENT

- Managed all marketing campaigns and funnels of the company.
- Generated quality leads with SEO efforts and paid campaigns.

Digital Marketing Manager & Content Head

BYTEKAT TECHNOLOGIES
AUG 2015 (STARTED REMOTE) TO DEC 2019

- Leads a team of 17 senior and junior content writers and social media marketers.
- In charge of overseeing multiple content projects simultaneously with an editorial calendar.
- Liaises with clients for digital marketing & social media management.

Managing Editor & SEO Head

ONETECHSTOP
2014-2015- AFTER THAT FREELANCE

- Managed a team of 8 tech journalists from various part of the world as a remote team head.
- Identified possible keywords and applied SEO strategies to improve overall web traffic to the portal.
- Took part in the company's rebranding
- Managed junior designers on projects

CONTACT INFORMATION



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SKILLS

- Expert level knowledge in all CMS platforms.
- Creating strategy for social media and search campaigns to drive more leads for the clients.
- Expert in all content optimizing tools and styles.
- Content strategy and writing training.
- Advanced knowledge in SEO and Keyword optimization.
- Creating and making regular changes to the editorial calendar for organic traffic.
- Proposing rules and guidelines to create a successful article.
- Proofreading all the contents to meet client requirements.
- Monitoring search engine algorithm updates & creating strategies to recover it.
- Applying real-time content optimizations to increase rankings.

EDUCATION BACKGROUND

University of Kerala

BACHELOR OF SCIENCE IN CHEMISTRY

- Maintained good scores in language papers.
- Couldn't attract pass mark for some papers as I was working with freelance clients and Bytekat Technologies in the nightshift.

NCERT - Government VHSS Vithura

SCIENCE - CORE WITH PCM

- Maintained 88% grade in the final examination.
- Student IT coordinator

AWARDS AND RECOGNITION

Google Hall of Fame - October 2017

GOT MY NAME ESTABLISHED IN GOOGLE'S HALL OF FAME PERMANENTLY.

- Found an important security breach in Google platform.
- Created a POC and submitted to the VRP team.
- Got rewarded and included in the HOF.

Youth Icon of the Year - 2018

KSACS - GOVERNMENT OF KERALA

- Got awarded for my excellence in digital world.

Facebook Verified Celebrity Page

FACEBOOK MEDIA PARTNERSHIP

- Facebook India awarded me with a blue badge on my name as a celebrity recognition.

Golden Blogger of the Year - 2018-19

SHOWMYCONTENT BY CONTENTCASTLING

- Got awarded for my excellence in blogging and content curation.

Top blog of the year - Tech category - 2016

INDIBLOGGER - INDIA'S BLOGGERS COMMUNITY

- Androidhits.com received this award when I was heading the team as the Managing Editor. I received this award from IndiBlogger.

Certifications

- Google Certified Search Ads Manager
- Google Certified Digital Campaign Manager
- Google Certified Search Ads 360 Manager
- HubSpot Certified Content Marketer

ACHIEVEMENTS

- Official Media Partner of the Singapore-India Hackathon by the Ministry of HRD, AICTE, and the Government of Singapore.
- Official Media Partner of Smart India Hackathon by the Government of India.
- Media Partnership with the Government of Kerala and associated departments.
- Media Partner of the Startup Mission, Kerala.
- One of the team leaders of Kerala Flood Rehab.
- Regular exclusive source for many leading publications.

