



# KUMAR PACHANNAN

## SEO SPECIALIST

### PROFILE

A bright, talented, and self-motivated SEO Executive and handling team with 5+ years of experience in SEO, SMM, Google My Business, Post Creation, Website Analysis, Traffic Tracking, and Reporting. Highly organized, efficient, and detail-oriented. A quick learner who effectively communicates and applies creative solutions with white-hat techniques. Currently seeking a position with a forward-thinking company.

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- @kumarpachannan
- Dharmapuri, India

### SKILLS

- Search Engine Optimization
- Social Media Optimization
- Social Media Marketing
- Search Engine Marketing
- Google Business Profile
- Google Ads
- HTML
- Content Marketing
- WordPress SEO
- Creative And Innovative Thinking

### TOOLS & MANAGE

- Google Search Console
- Google Keyword Planner
- Google Analytics
- Ubersuggest
- Screaming Frog
- SEMrush & Canva
- Moz & Ahrefs

### EDUCATION

#### Master of Business Administration

2022 - 2024

Anna University - The Kavery

Engineering College, Meachari, Salem

#### Bachelor of Computer Application

2017 - 2020

Periyar University - Sri Balamurugan Arts & Science College, Sathapadi, Salem

### EXPERIENCE

- TheCreatives360.com** Dec 2024 - Present  
SEO Specialist
  - Developed and executed effective digital marketing strategies to drive website traffic and generate qualified leads.
  - Managed end-to-end SEO activities including keyword research, on-page optimization, and link-building initiatives.
  - Conducted regular website audits to identify and resolve technical SEO issues, enhancing site performance and user experience.
  - Collaborated with cross-functional teams to create and optimise content across digital platforms such as websites, blogs, and social media.
  - Analysed website traffic, user behaviour, and campaign performance to deliver actionable insights for continuous improvement.
  - Optimised Google Business Profile listings and implemented local SEO strategies to enhance visibility in local search results.
- Weblogicks.com** May 2020 - Dec 2024  
SEO Executive
  - SEO professionals to improve organic search visibility and strengthen the organization's online presence.
  - Oversaw team activities by reviewing reports, monitoring progress, and providing strategic guidance and feedback.
  - Developed and implemented SEO strategies focusing on site structure, page speed, and user experience.
  - Utilized tools such as Google Search Console, Google Analytics, SEMrush, and Moz to make data-driven improvements.
  - Conducted technical SEO audits and resolved issues related to crawlability and site health.
  - Managed and optimized content with proper keyword placement, meta tags, headers, and schema markup—resulting in increased organic visibility and click-through rates.
  - Executed link-building campaigns to boost domain authority and drive referral traffic.