

## Education

### Anna University

BE Electronics & Communication (Dropout)

Chennai, IN

Sep 2008 | Jun 2012

### University of Cambridge

BULATS, GPA: B2/3- (Writing), B2/3 (EN101), C1/4= (Speaking)

Erode, IN

June 2009 | July 2009

## Work Experience

### Jotzilla

Remote

Full-stack Web Consultant & Producer

Nov 2018 | Present

- Apr 2022 - June 2022: Full-stack digital consultant and editor at RecMaster. I've optimized their website and implement several on-page changes to boost the CRO.
- Apr 2022 - Present: I've designed, developed and produced content for minoid.io (Web 3.0) and minoid.tech (Web2.0) as the resident full-stack marketer, website developer, and content manager.
- November 2021 - present: I have been managing content, community, and marketing at heyform.net. Published over 80 blog posts, produced newsletter content, improved the traffic and SEO in just 2 months.
- January 2020 - October 2021: Set up jiju.co from scratch. I developed the website in WordPress/WooCommerce. I've developed several WP plugins as well. I maintained their website and content.
- April 2020: I initiated the SEO and inbound marketing strategy for Trycle, an e-learning platform bootstrapped by Arun Chandran and the team.
- 2020: I produced the Kaav EP for Palakkadan Dystopia (a hip-hop side-project run by Street Academics). My music has been featured on Rolling Stone and Rock Street Journal.
- March 2019 - September 2020: I was responsible for setting up dedicated servers, enabling cron jobs, and managing WordPress website migrations for North Route. I've optimized, migrated, and maintained sites like RelevantChinaJobs.com, citilinks-group.com, experiencetibet.org, dagen.ee, aboutasia.nl, etc., on behalf of North Route.
- Chenduliving.com: Redesigned and managed the chengduliving.com forum platform as a developer, and I've been their social media curator since 2018. We've shut down the forum platform in 2020.
- 2018 - 2021: Optimized, migrated, and maintained chengduhouserent.com and chongqing-rent.com
- 2017: Scaled the growth of Labex. Backed by China's tech giant Alibaba, Labex is a MOOC platform that provides hands-on coding lessons. I improved their conversion rate from 0 to 10,000 in a span of 30 days. I also maintained their website, social media accounts, communities, and managed the influencer outreach campaigns.

**Signalsiren, m1qnet, @thedeadauthor, and Xonikk** Global *Independent Music Artist* Jan 2013 | Present

- Indie music production, sound design and arrangement.
- Released one LP, two EPs and few compilations.
- Produced one EP for Palakkadan Dystopia.

- Got recognized by Rolling Stone in 2020.
- Nominated for VIMA India 2014 Awards.

**ugChain** Chengdu, China *Overseas Operations & Digital Marketing Manager* Nov 2017 | Nov 2018

- Dealt with the overseas digital strategy and PR.
- The webmaster of ugchain.org and sister projects.
- Translate documents every now and then (Chinese to English).
- Actively worked on improving social communities.

**IObit** Chengdu, China *SEO Team Leader* Jun 2015 | Jan 2017

- Implemented link building campaigns in coordination with SEO goals.
- Assisted in the development and execution of communication/content strategies via social communities in coordination with SEO goals.
- Monitored and administered web analytics dashboards, reports, and key reporting tools, and point out key areas of importance in accordance with campaign goals.
- Monitored and evaluated search results and search performance across the major search channels.
- Improved IObit's product keyword rankings and overall traffic.

**Acodez IT Solutions** Kozhikode, India *SEO Analyst* Sep 2013 | Jun 2015

- I was responsible for implementing SEO and social media strategies for clients and in-house projects.
- Improved the traffic of Acodez.in. 54.97% + sessions and 39.89% + page views between Sep 28, 2013 and Feb 28, 2014.
- Put them on top of the SERP for "web design India" search query
- Authored a lot of blog posts from Sep 2013 to June 2015 but few are considered ghost blogging since I posted them under dev/designer monikers.

**Infinite Open Source Solutions** Kozhikode, India *In-House SEO Analyst* Mar 2013 | Jul 2013

- I was responsible for implementing SEO and social media strategies for clients and in-house projects.
- Implemented productive SEO strategies and value-oriented tactics as well as focus on a number of ways to drive more people to the brand and its products.

**Spectrum Softtech Solutions Pvt. Ltd.** Kochi, India *Web Developer Trainee* Dec 2012 | Feb 2013

- Worked on web projects based on HTML and other technologies like PHP, JS etc.

**WebNamaste** Kozhikode, India *SEO/Social Media Executive* Jul 2012 | Oct 2012

- Dealt with off-page optimization work following the latest search engine terminologies, including tasks such as Article writing, directory submission, social bookmarking, blog writing, etc.,

## Skills

**Marketing** Inbound, Content, Social Media, SEO, SEM, Growth Hacking, Partnership, Automation.

**Creative Tools** Adobe CC (PS & AE), Affinity Photo, Camtasia Studio, FL Studio, Procreate.

**Programming** WordPress, HTML, CSS, PHP, Shell Scripting, Python (Beginner).

**Marketing & Analytics Tools** Ahrefs, Screaming Frog SEO Spider, SEMrush, Google Analytics, Google Search Console, Google Tag Manager, Google Ads.

**Server Administration** Ubuntu, CentOS.

**Soft Skills** Problem-solving, Team Leadership, Communication and Collaboration.

## Projects

**DMM Collective** React, Node, Zeit.co, HTML, CSS <https://dmmcollective.xyz/> (*defunct*)  
Maintained a local fork of covid19india.org to provide COVID-19 related data and awareness.

**Climb The Wall** WordPress, PHP, HTML, CSS *Archived*  
Internet censorship in China is among the most stringent in the world. Climb The Wall Project aimed to help everyone in CN access internet without any online censorship. One time signup required to view the content on our website. We posted Shadowsocks configuration file as QR code (one server) on a regular basis. Each configuration valid for 24 hours.

**Python Bots** Python, Shell-scripting, tmux <https://jotzilla.net/python-for-automation/>  
I ran various Python bots on Facebook, Discord and Telegram

**Hackintosh Clover Builds** Arma Scripting Language <https://jotzilla.net/category/hackintosh/>  
I've written several scripts to help the hackintosh community.

## Professional Certifications

**Bing Ads Accredited Professional** *Microsoft*

**Inbound Certification** *HubSpot Academy*

**Google Analytics Certification** *Google*

**AdWords Search Advertising Certification** *Google*

**AdWords Video Certification** *Google*

**Mobile Sites Certification** *Google*