

Darmini Kara

The Colony, TX, 75056 • (469) 826-3715

darmini.kara@gmail.com

[linkedin.com/in/darminikara](https://www.linkedin.com/in/darminikara)

www.darminikara.com

SEO Management Professional

Results-driven SEO professional with substantial experience developing websites, devising digital promotional strategies, and utilizing marketing methods. Proven success increasing websites ranking, brand visibility, and site traffic. Demonstrated expertise in blog posting, onsite optimization, design conventions, and social media tactics. Exceptional advisor; delivering remarkable support and training in all aspects of regular digital marketing operations. Natural capacity for establishing strong relationships with top management, clients, and diverse natured teams.

Areas of Expertise

- Website Traffic Monitoring
- Strategic Planning & Execution
- Content Marketing Initiatives
- Social Media Campaigns
- Site Statistics Evaluation
- SEO Techniques
- Digital Analytics & Metrics
- Process Improvement
- Web & Print Design

Professional Experience

M.A.N.S. Distributors, Inc., Carrollton, TX **Marketing Coordinator**

2021 – Present

Devise best marketing practices to optimize product visibility as per brand guidelines. Conduct detailed meetings with third-party web developers to ensure smooth execution of overall website duties. Plan, execute, and lead marketing campaigns on all social media channels to enhance leader reliability. Provide support to sales team in driving sales pitches through development of digital/traditional marketing materials. Generate, evaluate, and deliver monthly reports on web trends and social analytics to senior management. Create strong strategies for future campaigns.

- Increased LinkedIn followers by 62% in a period of six months by posting organic content.
- Recreated company website to optimize content designs and save time for business owners.

Insurance Technologies Corp, Carrollton, TX **SEO Consultant**

2010 – 2020

Cultivated professional relationships with clients to achieve digital marketing success. Formulated practical SEO plans by conducting keyword research for client website traffic and leads growth. Delivered strategic assistance to clients regarding marketing methods and implemented effective strategies for high ROI based on analytics reports assessment. Applied offsite methods such as Google My Business, Google's Knowledge Graph, and Google Reviews to improve clients' Local Google rankings and conversions. Fostered solid rapport with design and setup team as well as liaised with website design coordinators to develop high converting websites.

- Restructured SEO department and coached fellow consultants to facilitate Insurance Business America Magazine in achieving recognition of ITC as top technology provider in digital marketing for three years.
- Supported insurance clients in boosting 50% organic and overall 98% traffic YOY through landing page and content marketing across Georgia.
- Contributed towards success of ITC's Agent Conference through delivery of tactical guidance on SEO and digital marketing for agents and attendees.

- Raised engagement and click through rates on client websites by delivering SEO guidance regarding social media marketing strategies.
- Utilized basic HTML and CSS languages; enhancing client websites.
- Posted blogs for company promotion.
- Developed marketing plan and website that drove agency's growth by five times in Oklahoma.
- Increased organic search rate and direct traffic YOY by over 100% through robust content development in Michigan.

Retrospxt Holding, LLC, Keller, TX
SEO Consultant

2020

Executed SEO strategies and organized monthly training for clients to achieve business website growth. Revamped website in line with design conventions for conversion and improved site traffic performance. Delivered effective consultation on the phone with clients for examining SEO strategies that improved website. Prepared monthly reports and provided recommendation for process improvement.

- Applied knowledge of website analytics and SEO tools, including Google Analytics, Google Search Console, and Google My Business to evaluate site statistics.
- Utilized HTML for assisting onsite optimization to maximize page views and gain desired results.
- Assisted clients of Retrospxt Holdings on principles of website design and SEO.
- Collaborated with marketing clients and met their online marketing requirements.

Additional Experience

Web Consultant, Freelance, Carrollton, TX

Webmaster, TheMarketingShop.com, Frisco, TX

Education & Credentials

Bachelor of Arts in Technology (Graduated Cum Laude)

University of Texas at Dallas, Richardson, TX

Associates of Arts

Collin College, Plano, TX

Technical Proficiencies

Google Analytics and Search Console | Bing Webmaster Tools | Microsoft Office Suite | Photoshop | HTML | SpyFu | BrightLocal | Copyscape | Raven Tools | Screaming Frog | Rank Tracker | Mangools | Bookings | Teams and Planner

Publication

How Your Homepage and About Us Page Content Builds Trust, 2020

Indiana Insurance News