

# Mighil Puthukkudy

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## Education

Sep 2008 | **BE in Electronics & Communication**, *Anna University*, GPA: NA, *Chennai*.  
Jun 2012

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## Work Experience

- Jan 2020 – **Freelance Web Consultant & Music Producer**, *N.A.*, Remote.  
Present
  - With hands-on expertise in websites, SEO, growth hacking and social media; I am dedicated to providing top-notch international IT services to both Chinese and foreign-owned companies.
  - Optimized, migrated, and maintained sites like [chengduliving.com](http://chengduliving.com), [chengduhouserent.com](http://chengduhouserent.com), [chongqing-rent.com](http://chongqing-rent.com), [jiju.co](http://jiju.co) etc.
- Mar 2019 – **Web Hosting Consultant & Enabler**, *North Route*, Remote.  
Sep 2020
  - Responsible for setting up dedicated servers, enable cron jobs, and manage WordPress website migrations for North Route.
  - Optimized, migrated, and maintained sites like [RelevantChinaJobs.com](http://RelevantChinaJobs.com), [citilinks-group.com](http://citilinks-group.com), [experiencetibet.org](http://experiencetibet.org), [dagen.ee](http://dagen.ee), [aboutasia.nl](http://aboutasia.nl), etc.
- Nov 2018 – **Web Developer, Community Moderator & Social Media Curator**,  
Present *Chengdu Living*, Chengdu, China.
  - Redesigned [ChengduLiving.com](http://ChengduLiving.com) based on [GeneratePress](http://GeneratePress), a WordPress framework.
  - Routinely optimize the dedicated WordPress plugins.
  - Curates the [@ChengduLiving](https://twitter.com/ChengduLiving) Twitter feed.
  - Moderates Chengdu Living forum.
  - Working on a plugin port to move content from [chengduplaces.com](http://chengduplaces.com) to [chengduliving.com/places](http://chengduliving.com/places). (WIP)
- Jan 2013 – **Independent MusicArtist**, *Signalsiren, m1qnet, @thedeadauthor, and Xonikk*,  
Present Global.
  - Indie music production, sound design and arrangement
  - Released one LP, two EPs and few compilations.
  - Produced one EP for Palakkadan Dystopia.
  - Got recognised by Rolling Stone in 2020
  - Nominated for VIMA India 2014 Awards.
- Nov 2017 – **Overseas Operations & Digital Marketing**, *ugChain*, Chengdu, China.  
Nov 2018
  - Dealt with the overseas digital strategy and PR.
  - The webmaster of [ugchain.org](http://ugchain.org) and sister projects.
  - Translate documents every now and then (Chinese to English).
  - Actively worked on improving social communities.

- Jun 2015 – **SEO Team Leader**, *IObit*, Chengdu, China.
- 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.
- Sep 2013 – **SEO Analyst**, *Acodez IT Solutions*, Kozhikode, India.
- 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.
- Mar 2013 – **In-House SEO Analyst**, *Infinite Open Source Solutions*, Kozhikode, India.
- 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.
- Dec 2012 – **Web Developer Trainee**, *Spectrum Softtech Solutions Pvt. Ltd.*, Kochi, India.
- Feb 2013
- Worked on web projects based on HTML and other technologies like PHP, JS etc.
- Jul 2012 – **SEO/Social Media Executive**, *WebNamaste*, Kozhikode, India.
- 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.,

## Core Expertise

- Marketing Inbound, Content, Social Media, SEO, SEM, Growth Hacking, Partnership, Automation.
- Tools Adobe Photoshop, Camtasia Studio, FL Studio, Web Analytics, SEMRush, ScreamingFrog
- Programming WordPress, HTML, CSS, PHP (beginner), Shell Scripting, NGINX web server.
- Soft skills Problem-solving, Team Leadership, Communication and Collaboration.

## Projects

**DMM Collective**, *React*, *Node*, *Zeit.co*, *HTML*, *CSS*.

Maintained a local fork of covid19india.org to provide COVID-19 related data and awareness.

<https://dmmcollective.xyz/>

**Climb The Wall**, *WordPress, PHP, HTML, CSS*.

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.

Archived

**Python Bots**, *Python*.

I run various Python bots on Facebook, Discord and Telegram  
<https://vf.do/python-for-automation/>

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## 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