

# MOHANA LAKSHMI B

## DIGITAL MARKETING EXECUTIVE

Digital Marketing Executive with practical experience in SEO, social media management, content writing, and basic PPC. With a background in CSE (AIML), I've worked on real projects for startups, improving website visibility and creating engaging digital content. Skilled in keyword research, optimization, and using analytics tools to support business growth.



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## EXPERIENCE

### Web Development Internship (Remote)

#### OctaNet Services Pvt Ltd

1 JUNE-30 JUNE 2024(1 MONTH)

- Used HTML & CSS to work on basic web development tasks.
- Understood website structure and design, which helped strengthen technical SEO understanding.

### Freelance Projects for Startups

- Optimized startup websites, blog posts & portfolio using On-page, Off-page & Technical SEO.
- Used GA4, GSC & GTM to track performance & measure outcomes.
- Implemented WordPress SEO plugins (Yoast/RankMath) to improve content quality, metadata, and search visibility.

## EDUCATION

### B.Tech – Computer Science Engineering (AIML) Kalasalingam Academy of Research and Education

SEP 2022 – MAY 2026  
CGPA: 8.53

### Higher Secondary Education

#### St. Paul's Matriculation Higher Secondary School

JUN 2020 – MAY 2022

- HSE: 84%
- SSLC: 82%

## PROJECTS

### SEO for Startup Websites

Optimized startup websites using On-page, Off-page, and Technical SEO to improve search visibility.

### Keyword Research & Audits

Performed keyword research, competitor checks, and SEO audits to identify growth gaps.

### Analytics Tracking Setup

Configured GA4, GSC, and GTM to monitor traffic, indexing, and user behavior.

## SKILLS

- SEO and SEM
- Social Media Management
- Content Marketing
- Data Analysis
- PPC Campaigns
- Email Marketing
- HTML, CSS, SQL Basics
- Basic Graphic Design for Social Media

## TOOLS EXPERTISE

- Google Keyword Planner
- Google Search Console
- Google Analytics (GA4)
- Google Tag Manager
- Canva
- WordPress SEO Plugins (Yoast/RankMath)

## LANGUAGE



Tamil



English



Hindi