

# DURGALAKSHMI V

## SEO ANALYST

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### SUMMARY

Results-driven SEO Analyst with 1.3 years of experience in optimizing websites to improve visibility, increase organic traffic, and enhance search rankings. Skilled in Google Business Profile optimization, on-page and off-page SEO, and keyword research to drive measurable results. Proficient in content writing, blog optimization, Canva design, and SMO strategies, with a strong ability to boost brand visibility and online growth. Passionate about leveraging SEO and digital marketing expertise to support impactful campaigns and achieve business objectives

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### WORK EXPERIENCE

Infinix360 - SEOAnalyst

October 2024 - Jan 2026

- Executed comprehensive on-page, off-page, and technical SEO strategies across diverse industries including real estate, software, e-commerce, Education and service-based projects.
- Performed detailed keyword research and website audits to identify optimization opportunities and enhance search engine rankings and organic visibility.
- Prepared and presented weekly SEO performance reports using Google Analytics, Google Search Console, and other SEO tools, providing data-driven insights and recommendations.
- Developed, optimized, and published SEO-friendly blog content to increase organic traffic and improve user engagement.
- Optimized and maintained Google Business Profiles (GBP) to strengthen local SEO performance and improve visibility in local search results.
- Executed Social Media Optimization (SMO) strategies to enhance brand awareness and foster audience engagement.
- Created visually appealing Canva designs for blogs and social media campaigns to support overall digital marketing initiatives.

### KEY ACHIEVEMENTS

- Optimized high-value keywords to reach top positions on Google SERPs, driving a substantial boost in website visibility and conversions.
- Developed and optimized SEO-friendly blog content, leading to a significant rise in organic engagement and impressions.
- Drove higher organic visibility for real estate and e-commerce clients through strategic on-page and off-page optimization efforts .
- Utilized tools like Google Analytics, Google Search Console and Ubersuggest to deliver data-driven insights.
- Collaborated with content and design teams to implement SMO strategies and optimize Google Business Profiles, enhancing social engagement and local search visibility.
- Strengthened client relationships through consistent reporting and clear insights that guided strategic SEO decisions.

## EDUCATION

2020 –2024

B.E (Computer Science & Engineering) Krishnasamy College of Engineering & Technology  
(82%)

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## SKILLS

- On-Page SEO, Off-Page SEO, Technical SEO
  - Keyword Research & Website Audit
  - Google Business Profile (GBP) Optimization
  - Link Building & Backlink Strategy
  - Social Media Optimization (SMO)
  - SEO Content Writing & Blog Optimization
  - Content Publishing (WordPress )
  - Canva Design
  - Google Analytics
  - Google Search Console
  - SEO Tool (Ubersuggest)
  - Data Analysis & Reporting
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## CERTIFICATIONS

DigitalMarketingCourse – Besant Technology  
(September 2024)

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## PERSONAL DETAILS

Father's Name : Vengadesan

Mother's Name : Geetha

Date of Birth : 12/11/2002

Nationality : Indian

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## DECLARATION

I solemnly declare that all the above information is correct to the best of my knowledge and belief.

Place: Chennai

(DURGALAKSHMI V)