



EZHIL DEIVALAKSHMI

Digital Marketer

Portfolio

Professional Experience

July 2022 - Present

Zinavo Pvt Ltd

SEO Executive with over 2 years of experience in boosting organic traffic, enhancing search engine rankings, and improving website performance. Demonstrated ability to design and execute effective SEO strategies, leading to increased online exposure and client revenue growth. Proficient in performing keyword research, competitive analysis, technical SEO, and on-page and off-page optimization methods. Solid analytical skills and competence in Google Analytics and other SEO tools to monitor and report on campaign performance. Specialist in Google ad words and Social Media advertising with proven results and increasing ROI. Outstanding communication and project management skills, with a sharp eye for detail and a strong drive for achieving exceptional results.

Key Skills

- An understanding of search engine algorithms and ranking factors
- Technical SEO skills, GTM, crawling and indexing, Schema and sitemap creation
- On-page optimization skills, such as content writing, title tag optimization, and Meta Description optimization
- Link-building skills, such as guest posting, resource page link-building, and digital PR, local business citations.
- Analytical skills, such as using Google Search Console and Google Analytics.
- Adaptability and willingness to learn new SEO & SMO trends and best practices

Soft Skills

- Communication
- Creativity
- Critical thinking
- Teamwork
- Analytics Skill

About Me

I am a creative and passionate Digital marketer. I have written blogs for various niches, such as technology, health, lifestyle, and education. I have also contributed to several online publications and websites. I am always eager to learn new skills and explore new topics. My goal is to showcase my skills and grow professionally through a challenging and rewarding opportunity.

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EDUCATION

Master of Arts

English Literature

Manonmaniam Sundaranar University

2018 - 2020

Bachelor of Arts

English Literature

Manonmaniam Sundaranar University

2015 - 2018

EXPERTISE

- Google Ads (PPC)
- Social Marketing & Advertising
- Content Writing
- SEO, Marketing Strategy
- Google Search Console
- Google Analytics, GTM, GMC
- On-Page Optimization
- Local SEO (GMB)
- Keyword Research