





Fahath S

SEO Analyst & Performance marketer

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Profile

SEO and performance marketer blending organic optimisation with paid traffic strategy. Strong at breaking down data, improving ranking momentum, and tightening ad performance. Solid mix of technical SEO, analytics, and creative execution wrapped in a clean, results-first workflow.

Education

Master of Computer Applications (MCA), (2023 - 2025)

Measi Institute Of Information Technology

Bachelor of Commerce (Computer Applications), (2020 - 2023)

Shanmuga Industries Arts and Science College

Skills

SEO ANALYST

- On-Page, Off-Page, Parasite SEO
- GA4 & Conversion Tracking
- Performance Optimisation Strategy

Performance Marketing

- Meta Ads & Google Ads

Graphic Design

- Canva

Tools

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| <ul style="list-style-type: none">• semrush• GA4 (Google Analytics)• Keyword Planner• Google Search Console | <ul style="list-style-type: none">• Meta Ads Manager• Google Adsense• ubersuggest• ahrefs |
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Professional Experience

Crux Creations

Sep 2025 - Present

SEO Analyst & Performance Marketer

- Led full SEO execution: on-page optimisation, off-page link building, parasite SEO for faster indexability.
- Managed Meta Ads and Google Ads with structured campaigns, refined targeting, budget allocation, and conversion-focused creatives.
- Used GA4 to analyse traffic behaviour and refine strategy.
- Built landing pages and ad creatives using Canva to improve engagement and lead quality.
- Worked across categories like design, printing, branding & corporate gifting.

Crux Creations

Jun 2025 - Aug 2025

SEO Analyst Intern

- Boosted keyword visibility and organic stability through structured SEO.
- Strengthened ad efficiency using data-driven targeting.