

# Fahath S

## SEO Analyst & Performance marketer

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 [github.com/Fahaths](https://github.com/Fahaths)

## Profile

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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

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### **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

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### **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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- semrush
- GA4 (Google Analytics)
- Keyword Planner
- Google Search Console

- Meta Ads Manager
- Google Adsense
- ubersuggest
- ahrefs

## Professional Experience

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### **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.