

SUMMARY

SEO Executive with expertise in full-stack SEO, including WordPress content optimization, on-page and off-page SEO, technical and local SEO, keyword analysis, and tools like Google Search Console and Google Analytics. Skilled in social media management, web content writing, and content creation. A BE graduate in Electronics and Communication Engineering with practical experience from a rigorous SEO internship. Dedicated to delivering measurable results and contributing to a dynamic team.

WORK EXPERIENCE

APR 2024 - June

SEO Executive Internship

Gained valuable experience through a completed **SEO Executive internship at Creative Nuts** Company in Bangalore. Possesses in-depth knowledge of various SEO disciplines, including:

- Assisted in on-page and off-page SEO activities.
 - Conducted keyword research and analysis.
 - Optimized WordPress content for better search engine rankings.
 - Monitored website performance using Google Analytics and Search Console.
 - Implemented technical SEO improvements to enhance site speed and crawl efficiency.
-

SEO Executive

June 2024 -Present

Gained valuable experience through a completed **SEO Executive role at Creative Nuts Company** in Bangalore. Possesses in-depth knowledge of various SEO disciplines, including:

- **Keyword Research:** Conducting keyword research with Ahrefs, Semrush, Keyword Finder, and Google Keyword Planner.
 - **On-page SEO:** Optimizing content, internal links, meta descriptions, and title tags.
 - **Off-page SEO:** Backlink strategies.
 - **Technical SEO:** Audits, sitemaps, and site health.
 - **Local SEO:** Optimizing for local searches.
 - **CMS:** Proficient in WordPress.
 - **SEO Tools:** Google Search Console, Google Analytics, Screaming Frog for audits.
-

Social Media Marketing

Freelance/Apr - Sept

Gained valuable experience through a completed Social Media Marketing role at **Simplified E Learning**.

Possesses in-depth knowledge of various social media strategies, including:

Managed social media accounts, created and scheduled content, and developed strategies to boost brand awareness and engagement. Analyzed performance metrics, engaged with the online community, and coordinated with the marketing team for consistent messaging

Website Content Writing / Content Writing

Experienced in creating user-focused, **SEO-optimized content, including blogs**, landing pages, and service descriptions. Skilled in conducting keyword research, aligning content with brand objectives, and enhancing online visibility. Proficient in analyzing performance metrics and refining strategies to boost engagement and search rankings.

EDUCATION

Dr. Mahalingam college of engineering and Technology**Pollachi, Tamilnadu 2021 - 2024**

Bachelor's Degree in Electronics and communication Engineering | 8/10 CGPA

Nachimuthu polytechnic college**Pollachi, Tamilnadu 2018 - 2021**Diploma in Electronics and Communication Engineering | 8.5/10 CGPA

SKILLS

- **Technical Skills:** WordPress, Google Analytics, Google Search Console, Semrush, Ahref, on-page SEO, Technical SEO, off page SEO, Keyword Research, Site Audit, web content writing, Content writing
- **Languages:** English, Tamil
- **Certifications:** Completed professional courses on Google, HubSpot, Meta, LinkedIn, and Coursera platforms, acquiring expertise in SEO, SEM, social media management, email marketing, analytics, customer engagement, inbound marketing, and targeted advertising across various platforms.