

KARUNIYA PURUSHOTHAMAN

SEARCH ENGINE OPTIMIZATION ANALYST

☎ +91 9710207499 | ✉ karunypurushothaman@gmail.com

PROFILE SUMMARY

As an individual with one and a half years of experience as an SEO analyst and a strong background in technical communication, I am eager to pursue a career in the digital marketing niche. As a dedicated learner, I continuously hone my skills to ensure that I can provide my employer with the best possible reach by staying up to date with new technologies. I am a goal-oriented person who can handle stress and thrive on taking on new challenges. I have experience working effectively as part of a team and independently. I am excited to explore new opportunities in the digital marketing field and contribute my skills to the success of an organization.

AREAS OF EXPERTISE

- On-Page Optimization
- Off-Page Optimization
- Technical SEO
- Content Marketing
- Analysis and Reporting
- Social Media Marketing
- Discord Community Marketing
- Keyword Research

SKILLED IN

- Google Analytics
 - Ahrefs
 - Google Webmaster
 - Moz
 - AI tools like ChatGPT
 - Canva
 - Keywords Planner
 - SEMrush
-

WORK EXPERIENCE

Designation – SEO ANALYST

Company – Appstars Applications Private Limited, Chennai December, 2021 – Present

Responsibilities:

- Performed SEO for the Organization's Prioritized Projects – (INORU, Blockchain App Factory, Jump.trade, Beyondlife.club)
- Conducted On-page optimization, including keyword research, meta tags optimization, and content optimization to improve search engine ranking.
- Developed and executed off-page SEO strategies, including link building, and guest posting to improve website authority and traffic.
- Utilized technical SEO techniques, including website audits, crawl analysis, and XML sitemap creation to improve website functionality and search engine visibility.

- Managed social media profiles and handled social media content to increase brand awareness and drive website traffic.
- Conducted content marketing activities, including content ideation, creation, and promotion to attract and engage target audiences.
- Analyzed competitor's webpages for more understanding of product competition and imparted high-quality content to improve the website's search engine rankings and drive organic traffic.
- Assisted with link-building efforts and outreach to build relationships with high-quality websites.
- Analyzed website performance and user behaviour using tools like Google Analytics, Google Search Console, and Ahrefs to identify areas of improvement and track progress.

EDUCATION

2018 – 2021

Justice Basheer Ahmed Sayeed College For Women, Chennai

71%

Bachelor Of Commerce (B.com) / Corporate Secretaryship

2021

FINAL YEAR PROJECT

A study on customer's perception towards Goods and Services Tax (GST):

- Prepared questionnaire based on the data points collected through various articles
 - Collected data through indirect data collection method from 100 customers
 - Consolidated the data and formulated the conclusion based on the customer's responses
 - Being the Project head, I have worked on the entire documentation and driven the project to its closure
-