

SRUTHI P S

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ABOUT ME

MCA graduate currently pursuing a Digital Marketing course with a focus on SEO. Skilled in keyword research, on-page optimization, and basic SEO techniques. Seeking an entry-level opportunity to apply skills and grow in a dynamic environment.

SKILLS

- **Social Media Marketing** (Facebook & Instagram Ads, Meta Ads)
 - **Search Engine Optimization:** Keyword Research, On-Page Optimization, Off-Page Optimization
 - **Local SEO:** Google Business Profile setup, maps ranking optimization
 - **Search Engine Marketing(SEM)**
 - **WordPress:** Content Management, Theme Customization, Yoast SEO, Elementor, WPForms, Header & Footer Scripts
 - **Shopify:** Store Setup, Theme Customization, Product Management, SEO Optimization
 - **Front-End Development:** HTML, CSS, Bootstrap
 - **Tools:** Google Search Console, Google Analytics, Ubersuggest, SEMrush, Canva

PROJECTS

Kasturi - Natural Skincare & Personal Care Website - Site Link: <https://kasturi.rf.gd/>

- Developed Kasturi WordPress website for natural skincare, hair care, body care, lip care, and kids care products.
 - Implemented on-page, off-page, and technical SEO including keyword research, meta tags, image optimization, sitemap, and robots.txt.
 - Integrated Google Analytics, Google Search Console, and Google Tag Manager; created blogs, landing pages, and lead forms to support digital marketing campaigns.

COURSES & INTERNSHIP

Oxdu Integrated Future School - Kozhikode

07/2025 - Present

Digital Marketing - Full-time

Luminar Technolab Kakkanad - Kakkanad, Kochi

07/2023 - 02/2024

Web Development - Internship

EDUCATION

Master of Computer Application (MCA)

College of Engineering Vadakara GPA: 7.63

09/2020 - 07/2022

Bachelor of Science in Computer Science

College of Applied Science Nadapuram -JHRD GPA: 64%