

PREETHI

Bangalore, India

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OBJECTIVES

As a dedicated **SEO & Digital Marketing Professional** with over **6+ years of experience**, I have developed a deep understanding of Marketing Strategies, search engine algorithms, and Product marketing strategies.

My expertise is crafting **tailored SEO campaigns** that enhance online visibility, drive traffic, and generate leads. With a proven track record of increasing search engine rankings for diverse clients, I am skilled in optimizing content, conducting keyword research, and leveraging analytics to achieve measurable results.

Passionate about staying ahead of the digital trends, I am committed to applying innovative techniques and continuous learning to drive business success in the digital landscape.

- ❖ A seasoned **SEO expert** in SaaS, Ecommerce Shopify, Manufacturing industries and **Digital Marketing Strategist**.
- ❖ Google Ads, Meta Ads, Linkedin marketing and PR's.
- ❖ Well-versed in SEO techniques and worked with **SEO tools like Ahrefs, SEMrush, & Screaming Frog**. Had best practices to create content that accelerates search engine performance.
- ❖ Comprehensive research regarding social media marketing.
- ❖ Eye for detail while marketing and designing.
- ❖ Strong organizational and management skills.
- ❖ Analytical approach and research-oriented.
- ❖ Proficient and well-versed in multitasking to work productively on multiple projects within strict deadlines and timeframes.
- ❖ Developing quality marketing leads to boost the company's revenue and digital presence.

CORE STRENGTHS

- ❖ Technical SEO strength.
- ❖ Content Writing
- ❖ Proficiency in handling MS Office.
- ❖ Problem Solving Skills
- ❖ Adaptable

TECHNICAL SUMMARY

Software Packages	MS Office [Word, Excel, PowerPoint, Outlook, Access]
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CAREER CONTOUR

Li Creative Technologies, Pondicherry. <i>Content writer and WordPress Designer</i>	(Dec 2018 - Jan 2021)
Techeva IT Solution, Puducherry. <i>SEO & Digital Marketer</i>	(February 2021 - December 2022)
Elite Elevators, Chennai. <i>SEO Analyst</i>	(January 2023 - February 2024)
The Indian Education Review, Bangalore. <i>Digital Marketing Executive</i>	(March 2024 - Present)

Key Deliverables:

- ❖ Developing SEO techniques for digital media communications.
- ❖ Working closely with the SEO team to develop website content of high standards along with Meta tags.
- ❖ Contributed to several link-building efforts to boost the SEO and site rankings
- ❖ Improve a company's organic search results
- ❖ Managing all kinds of paid ads, such as Google AdWords and Meta.
- ❖ Good Knowledge of Google Analytics and Google Search Console.
- ❖ Ensure websites are filled with optimal keywords. Implement off-page SEO content strategies such as link-building.
- ❖ Improving the usability, design, content, and conversion of the brands' website
- ❖ Social Media strategy across all channels.

ACADEMIA

- ❖ **BTech** from Alpha College of Engineering & Technologies, Pondicherry in 2019
- ❖ **HSC** from Sabari Vidhyashram Hr. Sec School, Pondicherry in 2015
- ❖ **SSLC** from Immaculate Hr. Sec School, Pondicherry, in 2013.

PERSONAL DOSSIER

Date of Birth	: 2 nd December, 1997
Linguistic Proficiencies	: Tamil, English, and French (A1)
Marital	: Single
Nationality	: Indian
Permanent Address	: No. 57, Sathya Nagar, 5th cross, Saram, Puducherry - 605013.