

# PRASAD

## Digital Marketing / SEO Analyst

### My Contact

✉ prasadprasad293@gmail.com

☎ +91 8754204775

📍 43, Veeriyampalayam,  
Coimbatore, Tamil Nadu, India

### Hard Skill

- Keyword research
- On-page optimization
- Technical SEO
- Algorithmic updates
- Link building

### Soft Skill

- Observation
- Decision making
- Communication
- Multi-tasking

### Education Background

- Tamil Nadu College of Engineering  
BE in Mechanical Engineering  
Completed in 2018
- Government Polytechnic College  
Diploma in Production Engineering  
  
Completed in 2015
- Padmavathi Ammal High School  
SSLC  
  
Completed in 2012

### About Me

As an SEO analyst with 2 years of experience. I specialize in analyzing and optimizing websites in order to improve their search engine rankings and increase organic traffic. This involves conducting keyword research to identify relevant terms and phrases that people are searching for, and then implementing strategies to optimize websites and content for those keywords.

### Professional Experience

#### Onroadz | SEO Analyst

Feb 2022 – Jan 2023 [present notice period 1 month]

##### Key responsibilities:

- Conducting keyword research to identify relevant terms and phrases that people are searching for.
- Analyzing websites to identify technical issues and areas for optimization, such as broken links, duplicate content, and crawl errors.
- Building and maintaining high-quality backlinks to a website in order to improve its search engine rankings.
- Analyzing website metrics and data, such as traffic and conversion rates, to understand how users are interacting with a site.

#### Webnox Technologies | SEO Analyst

Jan 2021 – Jan 2022

##### Key responsibilities:

- Developing and implementing SEO strategies that align with a client's business goals.
- Staying up-to-date on the latest trends and best practices in SEO and adapting strategies as necessary.
- A/B testing and analyzing the results of various SEO tactics.
- Working with web developers to implement SEO strategies.
- Analyzing and reporting on website traffic and keyword performance.

### Achievements

- |             |  |
|-------------|--|
| 2022 – 2023 | Ranked Onroadz Car Rental and Bike Rental pages in the First page of Google                    |
| 2021 – 2022 | Ranked websites from Other countries like Australia, and New Zealand on the first page of SERP |