

LIJA THOMAS

DIGITAL MARKETING MANAGER | SEO ANALYST

Dedicated and results-oriented SEO and Digital Marketing professional with a proven track record of driving online visibility and growth for diverse businesses. With a passion for staying at the forefront of digital marketing trends and a commitment to delivering tangible results, I bring a wealth of expertise to any digital marketing team.

EXPERIENCE

DIGITAL MARKETING MANAGER

NCDA Services Private Limited / September 2022 - June 2023

NetConnect Digital Agency (NCDA Services) is a full-service digital marketing company that specializes in helping businesses improve their online presence

- Increased web traffic and enhancing keyword research and optimizing content.
- Researched competitive market and created unique opportunities that boosted site traffic growth within 30+ days of implementation.
- Collaborated with design team to develop innovative graphics and video content for website and social platforms.
- Grew online social media presence with comprehensive content plan and online contest strategy.
- Effectively managed and allocated the digital marketing budget to maximize results within set targets.
- Utilized tools like Google Analytics to track and analyze the performance of digital marketing campaigns, providing actionable insights for continuous improvement.

SEO ANALYST

Aron IT Solutions Private Limited / July 2020- November 2021

Aron IT Solutions Private Limited is an Internet marketing service in Kerala

- Conducting thorough keyword research to identify high-impact keywords and phrases relevant to our industry and target audience.
- Improved search engine rankings by designing and implementing onsite and offsite tactics.
- Increased inbound links and improved website authority through link building campaigns.
- Analyzing competitor websites and strategies to identify opportunities for improvement and stay ahead in search rankings.
- Collaborating with content creators to develop SEO-friendly content that aligns with our target keywords and provides value to our audience.
- Utilizing tools like Google Analytics and SEO software to track website performance, monitor keyword rankings, and generate regular reports on SEO KPIs



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SKILLS

- WordPress
- SEO
- Social Media Marketing
- Google Ads
- Keywords Research
- Google Search Console
- Google Analytics
- Data Analytics
- Content Strategy
- Content Marketing
- Link Building
- Copywriting
- Competitive Analysis
- SEMrush
- Ahrefs
- Moz
- Local SEO
- Critical thinking
- Time Management
- Problem solving
- Decision-making

EDUCATION

BACHELOR OF INFORMATION TECHNOLOGY

Anna University Chennai

2012 - 2016

CERTIFICATIONS

- Fundamentals of Digital Marketing Certification
- Google Analytics Individual Qualification

ACCOMPLISHMENT

- Handled National and International Projects
- Best Employee of the Month
- Completed 40+ Projects
- Built and nurtured key client relationships to grow profit

LANGUAGE

English
Malayalam
Hindi
Tamil

SEO ANALYST

Ingrit Corporate Solutions / July 2018- April 2020

Ingrit Corporate Solutions is a Business Management Consultants in Ernakulam

- Worked as various SEO Projects to improve search engine ranking.
- Researched SEO keywords to develop strategies aligning with client goals.
- Improved search engine rankings by designing and implementing onsite and offsite tactics.
- Used Google analytics and search console to monitor website performance

SEO EXECUTIVE

YSEO / November 2016- July 2018

YSEO is the best SEO company in Kerala

- Managed Off page SEO
- Managed, Monitored ranking and search engine results
- Conducted SEO research and optimized existing content in accordance with research
- Co-ordinated with 30+ Projects and experience in various SEO tools
- Generating Monthly/Weekly reports as per the client need