

VIJAYA LAKSHMI M

NO 456A, SAKTHI NAGAR, MATHUR, PUDUKOTTAI-622515

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CAREER OBJECTIVE

To be an Engineer where I can contribute my skills and experience to the further development of the organization and achieve growth in my professional career.

WORK EXPERIENCE

SEO Analyst and Content Writer, RAM INFOMEDIA, Trichy (May 2015 – June 2016):
SEO professional with solid experience in developing SEO analytics, SE rankings monitoring, keyword research, social media optimization and link building.

CAREER HIGHLIGHTS

- Website Content Writing.
- Perform Site Analysis, keyword research and mapping, and assess link building opportunities.
- Perform competitor SEO research
- Conduct keyword analysis & use it effectively in the created content.
- Promotion through Social Media Websites (Face book, Twitter, G+, LinkedIn) by posting Images.
- Prepare Analytics and Ranking Reports.
- Review and update of website content to reflect specific marketing & keyword goals
- Promotion plan by Writing SEO Articles & Posting these Articles on Article Submission websites.
- Blog Posting, Blog Commenting, Video Submission, Image Submission.

SEO PROJECTS

Project:-1 <http://hoteldeepam.com/>

Roles & Responsibilities: Website Content writer.

Project:-2 <http://www.ourtechnicians.com/>

Roles & Responsibilities: Website Content writer, SEO Analyst, OFF-Page Optimization, keyword Analysis.

TECHNICAL SKILLS

SEO Tools: Google Analytics, Webmaster Tools, SEO profiler, Google AdWords, Rank Tracker, Link Assistant.

Programming Languages: C#.Net

Others: MS-Word, MS-Excel, MS-PowerPoint and Internet browsing.

NON TECHNICAL SKILLS

- Honest and Hardworking.
- Willing to learn innovation.
- Able to do multi-task.

ACHIVEMENTS

- **“Semester Topper Award”** in PABIIT.
- **“Merit Certificate”** issued by PABIIT.

WORKSHOP & INDUSTRIAL VISIT

- National level workshop on the topic of **“MATLAB AND SIMULINK APPLICATIONS”** Conducted by ANNA UNIVERSITY, Trichy.
- Participated in the industrial visit into **“CHIPS SOFTWARE SYSTEM”** Cochin.

ACADEMIC PROJECT

- **Project:** ” **SIGNAL CONTROL OF LIMESTONE STACKER AND RECLAIMER BY USING RF COMMUNICATION**” in ‘**The Ramco Cements limited**’ at Ariyalur.
- **Objective:** Transmits a signal from Transmitter to Receiver by using **RF** communication and also control the motor speed.

ACADEMIC QUALIFICATION

CLASS/ COURSE	NAME OF THE INSTITUTION	YEAR OF PASSING	MARKS %/ CGPA
Bachelor of Engineering in Electronics and Communication Engineering	Pavendar Bharathidasan Institute of Information Technology, Trichy.	2011-2015	77.6%
HSC	OFT Higher Secondary School, Trichy.	2010	70.7%
SSLC	Hindhu Ganapathy Kasinathan High School, Thangamalpuram.	2009	76.4%

PERSONAL INFORMATION

Name : M.VIJAYA LAKSHMI
Father's name : C. Murugeson
Date of Birth : 02-08-1994
Gender : Female
Marital status : Single
Qualification : **BE ECE**
Languages known : Tamil, English

DECLARATION

I hereby declare that all statements mentioned above are true to the best of my knowledge.

PLACE: Trichy

Yours Faithfully,

DATE :

(VIJAYA LAKSHMI M)