

# VIJAYA LAKSHMI M

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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.

## **ACHIEVEMENTS**

- “**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

<b>CLASS/ COURSE</b>	<b>NAME OF THE INSTITUTION</b>	<b>YEAR OF PASSING</b>	<b>MARKS %/ CGPA</b>
<b>Bachelor of Engineering in Electronics and Communication Engineering</b>	Pavendar Bharathidasan Institute of Information Technology, Trichy.	2011-2015	77.6%
<b>HSC</b>	OFT Higher Secondary School, Trichy.	2010	70.7%
<b>SSLC</b>	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)**