# **Lekashree Meenakshi P**

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Chennai | 9791734286 | [lekabharani@gmail.com](mailto:lekabharani@gmail.com)

**Summary**

Resourceful Content analyst for 2.5 years. Having basic knowledge in SEO process. Organized detail-oriented with proactive and smart-working nature.

**Highlights**

* Basic SEO Process
* Cataloging
* Knowledge in Excel
* Media Research

**Experience**

**9/2018 - 4/2019** **Process Executive | AGT India, Coimbatore**

* Reviewing and analyzing client sites for areas that can be improved and optimized
* Analyzing keywords and SEO techniques used by competitors
* Filling websites and other content with effective keywords

**4/2017- 4/2018 Junior Researcher, Media Monitoring | Cognizant, Coimbatore**

* Collect and evaluate information through news articles
* Work according to the client requirement and instructions provided
* Researching various UK client websites for sourcing the data from the website

**3/2016 - 4/2017** **Junior Content Analyst | Ugam Solutions Pvt. Ltd**

* Categorizing the products by taxonomy and attribute mapping
* Collecting and analyzing complex product specifications and features across different brands under different categories from authenticate sources available on the web

**Education**

* **MBA Human Resource** in Bharathiyar University, Coimbatore (2015 - 17)
* **B.Com – Computer Applications** in Dr. GR Damodaran College of Arts and Science, Coimbatore (2012 - 15)

**Certification**

* Search Engine Optimization (SEO)

**Personal Traits**

* High Analytical Capability
* Good Vocabulary Skills
* Proficiency in Microsoft Office: Excel, Word, PowerPoint, Outlook

**Personal Profile**

Date of Birth : 6/03/1995

Gender : Female

Marital Status : Married

Nationality : Indian

Linguistics Abilities : Tamil, English and Hindi

Tools worked : MS Office, Jarvis

Address : B7, Anurag, NOFRA I, Rajaji Salai, Chennai-09.

**Declaration**

I do hereby declare that the particulars of information and facts stated above are true, correct and complete to the best of my knowledge and belief.

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| **Place:** Chennai |  |
| **Date:** |  |