



Saranya Sengunthar

SEO Executive

My Contact

✉ Senguntharsaranya203@gmail.com

☎ 9558344170

📍 Ahmedabad, Gujarat

Hard Skill

- SEO, SEM, SMO, SMM, ORM, link building, and Email marketing
- Basic HTML & CSS and MS office
- Google analytics, Google search console
- Canva designing and editing
- Basic content and copywriting

Soft Skill

- Time management
- Research and analytical skills
- Communication
- Multi-tasking

Education Background

- B.com
Gujarat arts and commerce college, Ahmedabad
Completed in 2020

About Me

I worked as an SEO executive with around 3.5 years of experience seeking to grow technical knowledge, advanced analytical skills, and project management. I have a good knowledge of content management, SEO, SMO, email marketing, link submission, and so on. I tried my best to serve my past companies in the way of elevating their organic search rankings to pages 1 and 2, and brand outreach through social media management.

Objectives

Seeking to work on advanced technical SEO, PPC, and other ads management, advanced link-building strategies.

Professional Experience

SEO Executive | Healthtech Global Connect
March 2022 – Present

Key responsibilities:

- On-page, Off-page SEO, website analysis, and optimization.
- Learned techniques to increase website speed and technical SEO.
- Developing white-hat link-building and link-submission strategies.
- Creation and curation of content for social media pages, managing and optimizing all of them.
- Backlink analysis, competitor analysis.
- Keyword research and its expansion for the website growth and reach. Analyzing the competitor keyword strategy. Working on the keywords and content to achieve organic SEO success.
- Email marketing – Creating Marketing templates with a powerful call-to-action and marketing the product or services.
- Local SEO – Managing all the google business profiles according to its guidelines. Google maps.
- Online reputation management.

Certifications

PGCM (Digital Marketing)
Symbiosis center for distance
learning, Pune
Current pursuing

- Managing and recommending content changes, website architecture, and any other ideas to implement on the website. Working with teams of web development and marketing to ensure the SEO strategies are integrated into overall marketing plans.
- Analyzing Google Analytics, and Google search console.
- Communication with US office managers regarding ORM, website content, and its changes. Monthly reporting of the Google business profile.
- Basic copywriting.
- Staying up to date with the latest SEO trends and algorithms.

SEO Executive | Discover0

July 2019 – Feb 2022

Key responsibilities:

- Created and edited copy for blogs, and content development of blog articles.
- On-page SEO.
- Keyword research and competitor keyword analysis. Working on keyword strategy for the organic reach of the blog posts.
- Research on trending topics. Also, researching the content strategy of competitors.
- Monitored site traffic and other factors through Google Analytics.

Primary Teacher | Part-time

June 2018 – June 2019