
MENAKA. K

Alakiri Nagar

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4 Years of Experience in Investment Banking (Mutual fund) and 2 Years Web Design & Development, SEO (Search Engine Optimization) with good knowledge in Financial Reporting, customer handling , Process & digital Marketing Management and Operations looking for opportunities with an organisation of repute.

- Website Development Service
- Website WordPress themes and plugins updated
- Wordpress Development
- Monitor the live website performance
- Communicate with the clients to discuss website design and function
- Design and build the front-end of the website
- Website Optimise the speed and performance of websites
- Strong understanding of front-end and back-end website development
- Resolve server issues by contacting hosting support.
- On-page and off-page optimization

Figen Digital Marketing Agency in Chennai (FIGEN) | June 2021 – TILL DATE | Search Engine Optimization (SEO) Analysts.

RESPONSIBILITIES :

- Created and edited copy for blogs, websites and marketing material
- Performed competitor analysis
- Monitored site traffic, backlinks and ad performance
- Microsoft Excel, Google Search Console, Google Analytics, Rytel
- Internal and external link building
- On-page and off-page optimization
- Prepared month-over-month reports in easy-to-read format
- Created SEO campaign for complex media website
- Grew organic web traffic 33% and lowered bounce rate to 10%
- High website metric analytical abilities
- Improved web rankings from page 2 to Top 3 for 15 major keywords
- Strong expertise in MS PowerPoint Excel and Word
- Good skills in providing PPC campaign strategies and recommendations
- Organized and evaluated SEM and SEO campaign reports.
- Developed and updated PPC strategies for maximum efficiency

Computer Age Management Services Pvt. Ltd.,(CAMS)| Oct 16 – Feb 2020 | Processing Officer

RESPONSIBILITIES :**Management Information System:**

- Responsible for preparing daily, monthly and quarterly reports of all NFT transactions and Communicating the same to the management.
- AMC Phone Call Maintenance
- Customers enquiry calls To solve problems in creative ways.
- Responsible for preparing the monthly MIS report.
- Quality Check for the processed Reports to maintain Zero % error.
- Preparing DATA Client's and Auditors requirement.
- Strong Organizational Skills Ability.

Customer Handling:

- Responsible for clearing customer queries through Phone calls, E mail.
- Assist with address changes, mobile number change, E-mail id change and any modification with account related
- Customer Inquiries/Complaints are resolved within agreed turn around time
- Transaction process to make necessary changes in Broker accounts.
- Rectifying the fund posting errors & maintaining it to zero % errors.
- Checking of all Financial and non-Financial transaction processes on a day to day basis.

RELIANCE COMMUNICATION | May 15 – July 16 | Customer executive**JOB ROLE:**

As a customer executive I am responsible for responding customer queries Phone Calls, Handling Operations and Documentation

RESPONSIBILITIES:

- Cash handling.
- Investor Calls and Mails Revalidation
- Customer Voice Call Maintaining
- Quality check and verification of KYC
- Upload the negative customers list in the database.
- Document verification and uploading.

PERSONAL DETAILS

Father Name : R. Kalyanasundaram

Mother's Name : K. Kannagi

Gender : Female

Marital status : Single

Languages : English & Tamil