Jayapradha Arumugam
SEO Analyst

Achieved Digital Marketing Specialist with a proven track record in delivering consistent profit growth for business websites through high-quality traffic and sales conversion

✉ jayapradtha22@gmail.com

📱 9894174903

📍 Chennai, Tamil Nadu, India

SKILLS

- Website Traffic Management
- Google Analytics
- Social Media
- ORM(Online Reputation Management)
- SEO Tools
- Search Console
- QA Testing
- Basic Python
- HTML

LANGUAGES

English
Full Professional Proficiency

Tamil
Full Professional Proficiency

Telugu
Native or Bilingual Proficiency

INTERESTS

- Blogging
- To learn new things
- Learning advance SEO Tools

EDUCATION

Bachelor of Science
Auxilium college/Vellore

07/2018 - 05/2021

Courses
- BSc. Computer Science

WORK EXPERIENCE

SEO Analyst / Social Media
Bangalore/ Silicon Media Technology Pvt

11/2021 - 09/2024

Achievements/Tasks
- 3 Years' Experience with SEO Analyst, ORM Specialist and Social Media Management.
- Create and execute comprehensive digital marketing plans to achieve business objectives.
- Conduct keyword research and implement on-page and off-page SEO techniques to improve organic search rankings.
- Monitor and analyze website performance using tools such as Google Analytics and SEO software.
- Optimize website content, meta tags, and other elements to enhance search engine visibility.
- Proficient in using SEO tools such as SEMrush, Moz, Ahrefs, Google Search Console, and Screaming Frog for comprehensive keyword research, competitor analysis, website audits, and performance optimization.
- Online Reputation Management work for positive and negative review. Experienced in managing website traffic to drive growth through performance analysis and strategic optimization.
- Develop and execute social media strategies to increase brand awareness and engagement..
- Manage and grow social media accounts across platforms such as Facebook, Twitter, LinkedIn, and Instagram
- Create high-quality, SEO-friendly content for blogs, websites, and social media.

CERTIFICATES

Essiencial python (08/2020 - 02/2021)
Learning about Basic Python

PERSONAL PROJECTS

CIOReview, Agri Business Review, CIO Applications (11/2021 - Present)
- Blog about SEO techniques, SEO, Advance SEO techniques, tips and tricks about blogging.
- Developing and maintaining the website.
- Promoting in social media and driving traffic to the website.
- Doing proper SEO work.