



## VISHNUPRIYA S. SEO Specialist

### CONTACT INFO

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### EDUCATION

**MASTER OF BUSINESS ADMINISTRATION**  
(Anna University) - (2013-15)  
(HR & MARKETING)  
Sri Krishna College of Engineering &  
technology, Coimbatore

**BACHELOR OF SCIENCE\_(Vis.com)** -(2009-12)  
Avinashilingam University for women,  
Coimbatore

### DIPLOMA COURSE

**PGCM** (Digital marketing & Strategy  
Program) (April 2022- Present)

**All India Management Association**  
New Delhi

### SKILLS

SEO - Keyword Research,  
Keyword Mapping, Article Writting,  
Content Strategy& Writing,  
-On page SEO-Wordpress (CMS), SEO  
Editing, Ryte, Google search console,  
Google Analytics  
White hat seo Techniques  
-Off site SEO-Link Building, Email  
Outreach, Social media Management  
-Microsoft office(Excel)Google Sheets,  
-Basics of Web Development  
(HTML, XML, Wordpress,Webflow,Weebly)  
-Canva, Adobe Photoshop, InDesign,  
Premiere pro & Doodly, Chatgpt

## Profile Summary

SEO Specialist with in-depth knowledge of SEO strategies, multiple analytic and tracking tools and generate report. Guides SEO strategy for medium-sized businesses and executes SEO-driven lead generation campaigns for clients

### Work Experience

#### SEO Specialist @ TURITO, Hyderabad

(August 2022- Present)

##### Key responsibilities:

- Optimize website content –Keyword in Title Tag, Header Tag, Meta Description, alt txt images, url to improve search engine rankings.
- Extended Link Building to improve authority, Relevancy Check
- Check Keyword Density, Domain Authority and Spam Score
- Back Link Analysis
- Build Web 2.0 and Published post with Quality BACKLINKS
- Develop Guest Posting content to improve organic search traffic.
- Article Submissions, Forum Submissions, Directory Submission, Social Bookmarking, Social Listing, Q & A Submission, create Infographics that helps website's visibility and attract more traffic
- Improve SEO tags using Rank Math plugin in Wordpress (CMS) on target keywords to get on top rank in SERP's from 13 to 2 for Organic Traffic
- Keyword research, and analysed competitor's Anchor Text, SEO tags, Url and PPC campaigns to identify gaps and opportunities.
- Create website portals, Business Profiles on Profile Creation Sites and social media pages to promote businesses.
- Monitor the Daily leads through Zoho CRM
- Generate reports to monitor and analyse website performance, Blog Pages Rankings on search engine
- Checks for domain authority and Spam Score
- Perform ongoing keyword discovery, expansion and optimization to increase organic search
- Researched and analysed competitor website and advertising links to gain insight into new strategies.

ACCOMPLISHMENTS

PAPER PUBLICATIONS

Papers prepared and published

1.) Published on Scopus

Mediating effect of job satisfaction on the Employee commitment between organisational climate in star hotels at Coimbatore district

FDP Participation

AICTE Sponsored Faculty development programme –“Business Metrics and its application in Business Decisions”  
Learning Outcome on, R Programming- Amos-Jamovi-SPSS

AREA OF INTEREST

- Content Creation
- Creative Writing
- Research/ Blogging
- Video Editing

PERSONALITY TRAITS

- Dynamic & Adoptable
- Organized & multi-tasking
- Efficient & Hardworking
- Team Coordination
- Time management
- Good in communication (Oral/ Written)

INTEREST/HOBBIES

- Landscape photography
- Farming/Gardening
- Reading Books
- Glass Painting

LANGUAGES KNOWN

English/Tamil

- Incorporated XML sitemaps, robots.txt files and 301 redirects to facilitate search engine spidering, crawling and indexing.
- Collected and analysed Web metrics such as visits, time on site and page views per visit.

Digital Marketing Coordinator, KSOM Digital Solutions  
(June 2021- June 2022)

Key responsibilities:

- Research and analyse keywords by Google Keyword Planner, Peoplealsoask, Keyword Everywhere
- Creates and manages Google Ads campaign
- Creates Social Media content with product messages innovatively to support new product launch and to make brand awareness
- Designing posters on canva and shot videos using doodly.com
- Create and manage online content, optimizing content considering google trends and google keyword planner
- Assisted in creating video and image content for marketing channels.
- Wrote copy for social media posts, promotional emails and other marketing collateral.
- Wrote engaging and successful marketing, advertising, and website copy.