

# Raji Venkatesh

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Coimbatore, TamilNadu

## Summary

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Motivated and detail-oriented Digital Marketing enthusiast with hands-on experience in SEO and content optimization. Skilled in keyword research, on-page and off-page SEO, and using tools like Google Analytics, Search Console, and Canva for content creation. Strong understanding of social media marketing, basic WordPress management, and digital outreach strategies. Eager to contribute to a dynamic team and grow within the digital marketing space.

## Experience

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### SEO Intern

DigiteWorld IT Solutions • Remote02/2025 - Present

- Assisted in developing and executing SEO strategies to boost website rankings and organic traffic.
- Conducted keyword research using tools like Google Keyword Planner.
- Performed on-page SEO including meta tag optimization, internal linking, and content updates.
- Created and managed off-page SEO submissions such as directory listings, profile creation, social bookmarking, article submissions, and classified ads to build backlinks and domain authority.
- Designed eye-catching social media graphics using Canva to promote content and engage the target audience.
- Collaborated with content writers to optimize blog posts and landing pages for search engine visibility.
- Monitored SEO performance using Google Analytics and Search Console; generated weekly insights and recommendations.
- Researched competitors to identify SEO and backlinking opportunities.

### Social Media Intern

ABATA AI • Remote08/2024 - 02/2025

- Assisted in developing and implementing social media strategies across platforms.
- Created and scheduled engaging content, including graphics and posts, using tools like Canva.
- Monitored and analyzed social media performance metrics to track engagement and reach.
- Collaborated with team members to brainstorm content ideas, share feedback, and implement innovative strategies that improved overall campaign effectiveness.
- Conducted keyword research to optimize posts and improve visibility on social media platforms.

## Skills

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Content creation, Social media marketing, Analytics(Google Analytics), Designing using Canva, Link Building, Google Search Console, Keyword Research, Competitor Analysis

## Education

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### Electronics and Communication

Sethu Institute of Technology07/2017

### Higher Secondary Certificate(HSC)

TVS HSS05/2013

### Secondary School Certificate(SSC)

TVS HSS05/2011

## Languages

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English, Tamil

## Certificates

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Digital Marketing Certificate- UDEMY, SEO Crash Course- SEMRUSH