

Contacts

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 Mudukulathur, India

About

Experienced SEO analyst with a proven track record in Sales Queen Software Solutions and strong HR and admin skills from DDV. Holds a Master's degree in Engineering from SRM University. Proficient in SEO strategies, data analysis, and problem-solving. Results-oriented and detail-oriented.

Mosim Meerah

Experience

Sales Queen Software Solutions

SEO analyst | 2023 - Present

- Conducted comprehensive keyword research and analysis to identify opportunities for improving website rankings on major search engines.
- Developed and implemented effective on-page and off-page optimization strategies, resulting in a significant increase in organic search traffic by 35%.
- Monitored and tracked website performance using analytical tools, providing regular reports with actionable insights to drive continual improvement.
- Collaborated with cross-functional teams to optimize website content, meta tags, and other elements to enhance search visibility and user experience.
- Managed and executed successful paid search campaigns, achieving a 20% increase in conversion rate and a 25% decrease in cost per acquisition.

DDV

HR and admin | 2022 - 2023

- Responsible for HR and admin tasks, including managing employee records, coordinating recruitment processes, and maintaining HR policies.
- Streamlined HR operations by implementing a digital record-keeping system, resulting in a 30% reduction in administrative work.
- Conducted thorough screening and selection processes, resulting in hiring top talent and reducing employee turnover by 20%.
- Developed and implemented performance management systems, resulting in improved employee engagement and productivity levels.
- Assisted in organizing company events and employee engagement activities, resulting in increased employee satisfaction and team building.

Education

Engineering

Masters

SRM University | 2012 - 2014