

Jayanthi / SEO Expert

56 Mayana Street, Manavelly, Ariyankuppam – PY 605 007

jayanthisumathi123@gmail.com

(+91) 9597947602

WORK EXPERIENCE

EO Expert

Li Creative Technology, Pondicherry - 2021-2024

SEO Executive

SK Industries Pte Ltd, Villianur - 2024 - Present

SKILLS & PROFICIENCIES

- Research and implemented technical and on-page SEO recommendations that increase organic traffic by 60%+ and secure good rise in annual revenue growth .
- Experience in handling clients for digital marketing strategies involving in SEO, Link building, assisting clients from the US, UK, Malaysia, helping their businesses growth.
- Conducted thorough keyword research, competitor analysis, and market research to identify opportunities for website optimization .
- Implemented off-page SEO techniques, such as link building, guest blogging, and influencer outreach, to enhance website authority and increase backlinks.
- Determined Envisionly's potential and inefficiencies in the advertising space by conducting keyword research and optimizing Google Ad Words.

PROFESSIONAL SUMMARY

Analytical and data-driven SEO Expert with 3+ years of experience in developing, implementing, and continually optimizing SEO strategies. Commended for defining SEO success metrics and achieving KPIs. Possess strong knowledge and a passion for digital marketing, driving online presence, and understanding online user behaviour. Excited to make an invaluable contribution across multiple digital platforms to raise international company's search engine rank performance, traffic, engagement, and conversions.

AWARDS

Rapid Rise: From Dedicated Employee to Inspiring Team Leader Within 6 Months

EDUCATIONAL BACKGROUND

Education

Bachelor of Arts in Tamil Bharathidasan Government College, Pondicherry

Languages

Tamil, English

KEY SKILLS

- Quill Bot
 - Peppertype
 - Godaddy
 - OpenAI
 - Grammerly
 - Rytr
 - Keyword Research
 - Off-Page & On-Page
 - Google Analytics
 - Guest Post
 - Crowd Marketing
 - Ahrefs
 - SEMrush
 - Moz
 - Blog commenting
 - Time Management
 - Link building
 - Site Audit
-