

Mahika Vijay Naidu

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EDUCATION

Center for Management Studies, Jain (Deemed-to-be) University **Bengaluru, India**
Bachelor of Business Administration (CGPA: 8.4/10) **Jun'19 - May'23**

- Key Modules –Digital Marketing, International Business, Marketing in Practice, E-Commerce, Retail Marketing, Consumer Behaviour, Advertising and Media Management, Marketing Management

Vidyashilp Academy **Bengaluru, India**
Higher Secondary Education [ISC] (Grade: 85%) **Jun'17 - May'19**

WORK EXPERIENCE

iQuanti | Digital Marketing Agency **Jul'22 - Jul'24**
Analyst - SEO **Bengaluru, India**

- **Content Strategy and Optimization:** Developed and executed content marketing plans based on keyword research, user intent, content gap analysis, and user queries to enhance website traffic and visibility for one of Canada's largest banks, focusing on reverse mortgage products and a leading insurance company based in the US,
- **On-page SEO:** Optimized website content by implementing title tags, meta descriptions, headers, internal linking strategies, and schema markup to improve search rankings and user experience.
- **Off-page SEO:** Supported link-building initiatives through outreach and content promotion to improve domain authority and organic reach. Monitored backlink profiles to ensure quality and mitigate risks.
- **Technical SEO:** Conducted biannual technical audits to identify and provide actionable recommendations for technical issues such as missing on-page elements, broken links, site speed optimization, and mobile-friendliness.
- **SEO Tools and Proficiency:** Gained hands-on experience with industry-leading tools including SEMrush, Ahrefs, Screaming Frog, Google Search Console Google Analytics, Keyword Planner, SEO Quake, and Schema Markup Generator.
- **Data Analysis and Reporting:** Analyzed performance metrics such as page traffic, click-through rates, conversions, search demand, share of voice, and SERP rankings using SEO tools to inform strategy adjustments.
- **Dashboard and Report Creation:** Compiled and visualized SEO performance data through regular client reports using PowerPoint and Tableau, translating insights into actionable recommendations.

Adcrux Media | Digital Marketing Agency **Dec'20 – Mar'21**
Social Media Intern **Bengaluru, India**

- Assisted in managing social media channels (Instagram, Facebook, Twitter, Pinterest, etc.) and editorial calendar to ensure timely, relevant, and engaging content.
- Led social media marketing campaigns for clients in the Bangalore restaurant sector, prepared monthly updates, and tracked growth and success rates of ongoing initiatives.

CERTIFICATIONS

- **Applied Marketing** from the Chartered Institute of Marketing, UK (CIM) [Jun '21]
- **Digital Marketing and Analytics** from the Indian School of Business (ISB) [Nov'24]

SKILLS

- MS Office suite- Intermediate, SQL - Beginner
- Languages: English – Native; Hindi, Kannada, Telugu

EXTRACURRICULARS

- Active member of the Management Fest Team at CMS, Jain (deemed-to-be) University [Jun'19 - May'22]: Organized some of the largest intercollegiate business fests (200+ participants, 30 colleges) across the country that included events of marketing, entrepreneurship development, corporate strategy, public relations, and finance.
- Elected as the management fest team coordinator, [May'21-22] held boot camps to increase the learning of the corporate world, and represented the management fest team within the college and amidst the festing circuit.
- Registrations Coordinator- elected as part of the student council at CMS, [Jun'20 – May'21]: Responsible for promoting and extending invitations to various colleges to participate in our festival.
- proVISION ASIA- volunteered at, and assisted in the organizing of a race for disabled people.