



SREELAKSHMI R

Digital Marketing Analyst

My Contact

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📍 Kozhikode, Kerala, India

Skills

- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Email Marketing
- Google Ads
- Facebook Ads
- Google Analytics

Education Background

● Advanced Diploma in Digital Marketing

Aviv Digital Calicut

2020 - 2021

● Bsc Computer Science

University of Calicut

2016 - 2019

Certifications



About Me

Digital Marketing Analyst with 2 years of expertise in online marketing strategy, campaign optimization, and performance analysis. A team player and highly motivated individual willing to learn and strategize new digital marketing strategies to grow any business through online marketing platforms. Able to adapt to different working culture and always ready to accept new challenges

Professional Experience

Acodez IT Solutions 2021 – 2023

Key responsibilities:

- Manage On-page and Off-page SEO activities.
- Analyze SEO performance, resolve technical issues, and create and implement SEO best practices.
- Utilize keywords to create content to attract organic traffic.
- Run Facebook brand-awareness ad campaigns to help them improve community engagement
- Managed Google Ad Campaigns
- Helped the team to drive more traffic to our client's websites.
- Managed social media accounts of our clients
- Expertise in Outreach Campaigns to get quality backlinks to improve website ranking and traffic

Aviv Digital (Internship) 2021 (3 months)

Key responsibilities:

- Created a website and mastered SEO strategies
- Managed client activities, both on-page and off-page.
- Facebook and Google Ads campaigns setting up
- Posting contents on social media for increasing brand awareness
- Performed Outreach operations.
- Checking competitors backlinks with different SEO tools link SEMrush and Ahrefs