

PROFILE SUMMARY

SEO Executive with expertise in conducting keyword and competitor research, on-page and off-page SEO strategies, and website performance enhancement. Skilled in SEO tools like Google Analytics, Google Search Console (GSC), Looker Studio, Screaming Frog, Lumar, Ahrefs, SEMrush, and Moz. Adept at providing on-site recommendations, performing technical SEO audits, and collaborating with content and digital PR (DRP) teams. Passionate about staying updated with the latest SEO trends and algorithm updates.

RELEVANT COURESWORK

- SEO

• AI, SMM

• HTML, CSS

• Web Analytics and Performance Tracking
- PPC

• Content Marketing and Strategy

• Digital Marketing Tools and Technologies

EDUCATION

Jeppiaar Institute Technology

Bachelors in Mechanical Engineering

2018-2022

EXPERIENCE

- Avalon Technologies Limited

Sep 2023 - Present

• Conducted extensive keyword and competitor research to understand the client's landscape.

• Provided on-site SEO recommendations, improving website visibility and organic rankings.

• Managed and optimized PPC campaigns on Google Ads and LinkedIn Ads, boosting lead generation.

• Performed technical SEO audits using Screaming Frog and Lumar, enhancing website performance.

• Collaborated with content and digital PR teams to implement SEO best practices.

• Monitored website traffic and metrics using Google Analytics, GSC, and Looker Studio.

• Conducted regular updates to stay informed about the latest SEO trends and algorithm changes.

ACHIEVEMENTS

Comprehensive Digital Marketing Tool Utilization for Performance Optimization

Goal: Boosted website visibility and user engagement using advanced digital marketing tools and strategies.

Scope: Leveraged tools like GA4, Ahrefs, SEMrush, Moz, and Google Tag Manager for data analysis, keyword research, site audits, and performance monitoring.

Method: Conducted SEO audits to improve technical, on-page, and off-page SEO; optimized Google Ads PPC campaigns for targeted keywords and demographics; utilized GA4 to enhance website navigation and content; performed competitor analysis using Moz.

Result: Achieved a 30% increase in organic traffic, a 25% reduction in bounce rate, and a 40% improve user engagement.

TECHNICLA SKILLS

- **Collaboration:** Worked with content and digital PR (DRP) teams to ensure SEO best practices are followed.

• **SEO Tools:** GA4, Ahrefs, SEMrush, Moz, Google Keyword Planner, Google Search Console

• **Analytics & Tag Management:** Google Analytics (GA4), Google Tag Manager

• **SMM:** LinkedIn, Facebook, Instagram, Twitter, Reddit, Quora, & Tumbler.

• **CMS & CAT:** WordPress, Shopify, Ahrefs, SEMrush, & Moz.

• **Other Tools & Soft:** Canva, Buffer, Hootsuite, Microsoft Office Suite, Java Script.

CERTIFICATIONS

- **Google Ads Apps Certification** – Google Digital Academy

• **Crafting a Winning SEO Strategy** – SEMrush

• **Digital Advertising 101** – SEMrush

• **Google Analytics Certification** – Google Academy

• **Social Listening with Hootsuite** – Hootsuite Academy