

## Objective

As a public relations and marketing professional with significant experience of 1.8 years as a Digital Marketing Analyst in SEO enhanced copywriting and content management, I've become an expert in a variety of fields, including social media management and networking, blogging, and technical writing.

## Skills

Search Engine Optimization (On-page, Off-page, Technical, Local), Business Profile Management, Link Building, Keyword Research, Content Management, Google Ads Campaigns, Email Marketing, Writing, Canva Editing, WordPress, Branding, Content Development, Social Networking, Campaign Management, Marketing Strategy, Social Media Management, Google Analytics, PPC Campaigns, Video Content Creation, Basic HTML/CSS

## Work Experience

### SEO Analyst

**Sai Technologies** Sep 2024 - Present ( Part time & Full time )

- Managed multiple projects , ensuring timely delivery of SEO strategies tailored to client needs.
- Created location-based landing pages optimized for SEO, ranking targeted ERP keywords in the top 3.
- Conducted in-depth keyword research using tools like Google Analytics, Google Webmaster Tools, and Google Trends to identify trends and opportunities.
- Oversaw all aspects of internal and external content development and management, aligning with SEO best practices.
- Researched trending topics and keywords to create engaging, SEO-friendly content aligned with client goals and industry events.
- Developed entire site content for a project, achieving exceptional performance in international markets beyond India.

### Digital Marketing Executive

**Gway Tech Solutions** May 2023 - Sep 2024 (Part Time)

- Managed in-house SEO by implementing targeted keywords, content optimizations, and creating effective landing pages, resulting in a 200%+ growth in site performance.
- Cleared technical issues, reduced spam scores with disavow files, and boosted SEO via link building.
- Measure social media analytics to track engagement, influence, and presence.
- Conducted cold calling and delivered product demos for CRM, HRMS, and ERP modules to potential customers.
- Executed email outreach campaigns to nurture leads and drive conversions.
- Managed Meta Business Verification and optimized Google Business Profile, boosting visibility and reviews.

## Education

BACHELOR OF Commerce in Computer Application - 2022 to 2025 ( Vels Institute of Science & Technology - Chennai, India )