

# ISWARYA G

Coimbatore, Tamilnadu, India

[mailiswarya16@gmail.com](mailto:mailiswarya16@gmail.com)

+91 9943847987

Seeking a challenging role, I am an MBA graduate with over 4 years of experience. I am exploring new technologies and innovative practices to learn and grow while contributing my skills and dedication to a company. I am seeking a role where I can advance both professionally and personally. I am committed to long-term growth, aligning my goals with the company's vision and fostering mutual success.

## Work Experience

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### ACIDUS MANAGEMENT SOLUTION

US VOICE PROCESS

Full Time

2020 -2021

1. Worked as a US voice process customer representative, collecting patient dental benefits information via call or fax.
2. Verified patient insurance coverage accurately and served as a subject matter expert in completing full dental verification for specific medications.
3. Ensured patients obtained proper insurance referrals and prior authorizations before their visits, facilitating seamless healthcare services.

### PEMBROKE GROUP

SEO ANALYST AND DIGITAL MARKETING EXECUTIVE

Full Time

2021 - 2023

1. Worked for Pembroke Group, a business group company, managing SEO, website booking, and digital marketing for Pink Gym, Pembroke Tea, and Pembroke Stays (a homestay and resort booking agency).
2. Developed and executed on-page and off-page SEO strategies, including backlink creation and local SEO (Google My Business).
3. Utilized SEO tools (SEMrush, Ahrefs, Moz) for keyword analysis, site audits, and performance tracking.
4. Handled Facebook and Instagram ads, Google My Business maintenance, and website SEO.
5. Provided customer support for Pembroke Stays via phone, messages, and emails.
6. Ran and optimized social media ad campaigns, generating direct inquiries.
7. Enhanced website traffic and engagement, leading to direct booking inquiries and increased conversions.
8. Submitted daily, weekly, and monthly reports on SEO performance, analytics, and campaign results.
9. Conducted regular follow-ups with the graphic design team and website developer to ensure alignment on project goals and timely execution of marketing initiatives.

## ORTHO-ONE HOSPITAL

SEO AND DIGITAL MARKETING COORDINATOR

Full Time

2024 - Present

- 1.Oversee daily follow-ups with outsourced teams to ensure timely project delivery.
- 2.Arrange daily updates and manage conference arrangements effectively during hospital events.
- 3.Conduct monthly meetings with outsourced teams to review progress and strategize upcoming plans.
- 4.Utilize SEO and digital marketing tools to analyze website performance and implement data-driven strategies for traffic growth.
- 5.Develop and execute keyword strategies to enhance online presence and user engagement.
- 6.Collaborate with teams to align outputs with SEO and marketing goals, ensuring consistency and efficiency
- 7.Create newsletters for outpatients on a quarterly and half-yearly basis, providing updates on hospital services, events, and achievements.
- 8.Develop newsletters for staff to share internal updates, achievements, and future plans on a regular basis.
- 9.Implement email marketing campaigns to distribute newsletters, engage patients, and promote hospital services effectively.

## Education

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### SHIRUSHTHI VIDHYALAYA MATRIC. HR. SEC. SCHOOL

SSLC - Coimbatore, Tamil Nadu

### CCMA HR. SEC. SCHOOL

HSC - Coimbatore, Tamilnadu

### SRS COLLEGE OF SCIENCE AND COMMERCE

BCOM ( COMPUTER APPLICATION ) 78%

### BHARATHIYAR UNIVERSITY

MBA ( HUMAN RESOURCES MANAGEMENT ) 66%

## Skills

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Proficient in microsoft word, excel, & power point

Search Engine Optimization (SEO)

Graphic design

Digital marketing

Python

Html

## Certifications

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- 1.Python Full Stack Developer Course at IPCS Global,  
Duration: six months Skills Covered: HTML, CSS, JavaScript, jQuery, MySQL, Python, Django.
- 2.Completed one year of Spoken English and grammar classes at Shining Stars Coaching.
- 3.Won a Silver-level Meritus Scholarship for a Quiz Competition.
- 4.Participated in the All India Tally Commerce Aptitude Test.
- 5.Participated in National - Level Seminar on Moral & Ethical Values