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SUMMARY:

Results-driven SEO Specialist with over 6 years of professional experience, including 3 years of hands-on expertise in developing and executing advanced SEO strategies. Skilled in technical SEO, link building, content optimisation, and data-driven solutions that enhance organic visibility and business growth. Currently pursuing an MSc in Management at the University of Hertfordshire, seeking part-time opportunities to apply my expertise while contributing effectively to business objectives. Passionate about continuous learning and staying ahead of digital marketing trends.

SKILLS:

- SEO strategies
- Technical SEO
- Link building
- Content optimisation
- Data-driven insights
- Keyword research
- Competitor analysis
- Team management
- Collaboration with developers
- Project management

WORK HISTORY:

Jan 2024 - Dec 2025

Sr, Seo Specialist

Monolith Technologies

- Defined and executed SEO strategies aligned with business objectives.
- Conducted market research and competitor analysis to identify growth opportunities.
- Managed a team of 6 SEO specialists, content writers, and link-building experts.
- Assigned tasks, set performance benchmarks, and ensured smooth execution of campaigns.
- Collaborated with developers to improve site speed, mobile responsiveness, and technical SEO.
- Oversaw content strategies to increase organic reach and engagement.
- Tracked KPIs using Google Analytics, SEMrush, and Ahrefs, providing data-driven insights to stakeholders.

Jan 2023 - Apr 2023

Seo Analyst

Team Tweaks Technologies

- Identify relevant and high-performing keywords for B2B products/services.
- Optimize website content, meta titles, descriptions, headers, and images.
- Develop and execute a B2B-focused content strategy aligned with industry trends.
- Ensure SEO best practices in content creation.
- Implement a strategic link-building strategy for B2B content.
- Seek partnership opportunities for high-quality backlinks.

- Monitor and analyze competitor SEO strategies.
- Identify opportunities to outperform competitors in search rankings.

Jan 2022 - Dec 2023

Seo Analyst

FITA Academy

- Utilised Google Ads, SEMrush, and Ahrefs to identify high-volume keywords and optimise web traffic.
- Conducted website audits to resolve technical SEO issues and improve overall site performance.
- Planned and executed link-building activities to strengthen domain authority.
- Generated content ideas and collaborated with writers and developers to implement SEO best practices.
- Analysed SEO metrics using Google Analytics and Ahrefs, providing data-driven recommendations.
- Performed competitor analysis to identify optimisation gaps and growth opportunities.
- Monitored algorithm updates and adjusted SEO strategies accordingly.
- Applied ChatGPT for content optimisation and user engagement ideas.
- Designed visuals with Canva to enhance articles and blog posts, boosting audience engagement.

Jan 2019 - Dec 2022

Project Executive

Office 2000 solution Pvt. Ltd

- Managed multiple projects simultaneously, from conception to completion.
- Coordinated with vendors, clients, and internal stakeholders to ensure project timelines and budgets were met.
- Conducted site visits and inspections to ensure project specifications were being met.
- Prepared project status reports and presented to management.
- Conducted post-project evaluations to identify areas for improvement.

EDUCATION:

2016 - 2019

Bachelor of Commerce

BHARATH UNIVERSITY

2025 - Present

Master of Management

UNIVERSITY OF HERTFORDSHIRE

2022 - 2023

Seo Analyst

FITA Academy

AWARDS:

2022

Seo Analyst of the Year

FITA Academy

References available on request