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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	<b>Sr, Seo Specialist</b> <b>Monolith Technologies</b> <ul style="list-style-type: none"><li>Defined and executed SEO strategies aligned with business objectives.</li><li>Conducted market research and competitor analysis to identify growth opportunities.</li><li>Managed a team of 6 SEO specialists, content writers, and link-building experts.</li><li>Assigned tasks, set performance benchmarks, and ensured smooth execution of campaigns.</li><li>Collaborated with developers to improve site speed, mobile responsiveness, and technical SEO.</li><li>Oversaw content strategies to increase organic reach and engagement.</li><li>Tracked KPIs using Google Analytics, SEMrush, and Ahrefs, providing data-driven insights to stakeholders.</li></ul>
Jan 2023 - Apr 2023	<b>Seo Analyst</b> <b>Team Tweaks Technologies</b> <ul style="list-style-type: none"><li>Identify relevant and high-performing keywords for B2B products/services.</li><li>Optimize website content, meta titles, descriptions, headers, and images.</li><li>Develop and execute a B2B-focused content strategy aligned with industry trends.</li><li>Ensure SEO best practices in content creation.</li><li>Implement a strategic link-building strategy for B2B content.</li><li>Seek partnership opportunities for high-quality backlinks.</li></ul>

- 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:**

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2016 - 2019

#### [Bachelor of Commerce](#)

BHARATH UNIVERSITY

2025 - Present

#### [Master of Management](#)

UNIVERSITY OF HERTFORDSHIRE

2022 - 2023

#### [Seo Analyst](#)

FITA Academy

## **AWARDS:**

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2022

#### [Seo Analyst of the Year](#)

FITA Academy

**References available on request**