Sruthi Gopalan

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PROFILE SECTION

MSc Digital Marketing graduate having 5years of experience in digital marketing field. I am self-motivated, organized, and capable of working under pressure.A strong history of building and leading diverse digital marketing teams to execute complex SEO initiatives. I aim to contribute to the success of the organization by implementing effective SEO strategies and leveraging AI to achieve measurable results.

EDUCATION

MSC Digital Marketing   University Of Salford   Sept2022- Sept2023

B-Tech Computer Science   SNGCET   June 2012- May 2016

WORK HISTORY

Senior Seo and Social Media Marketing Specialist   March 2023 - Present

eCom Partner | Eccles, United Kingdom

- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Conducted thorough keyword research using AI-based tools to identify high-potential keywords for targeting.
- Monitored website performance using GA4, tracking key metrics such as traffic sources, user engagement, and conversion rates.

Senior Seo Specialist   December 2021 - July 2022

Googleme Solutions | Dubai,United Arab Emirates

- Analysing web traffic to company websites and providing monthly reports.
- Hands on experience using Google Tools Screaming Frog,Ahref,Semrush
- Research effective keywords, on page optimisation, technical audits, competitor analysis, link building
- Achieved on SEO link building goals (90+ a month)
- Handled Wordpress,Woo commerce,Wix Websites
- Coordinated a team of 2 to write 2 SEO articles on every week

Seo Specialist& Client Management   October 2020 - November 2021

Unique Express | Dubai

- Skilled at optimization, keyword research, project management, and competitor analysis

- Develop SEO strategy for customer website redesigns, perform competitive analysis, and conduct research to inform keyword optimization tactics, URLs, and link building efforts

- Adding Keyword related pages into Website and Title & description optimization

- Dealing with clients through telephone and answering their queries

- Good time-management, communication and a problem solving mindset

Seo Specialist   March 2019 - April 2020

ENH Media & Communications | Dubai

- Producing and implementing SEO strategies to improve search rankings for client
- Capable of successfully contributing to any organization
- Agency experience
- Managed 12+ project of different sectors
- Ability to multi-task and juggle multiple projects at the same time
- Working knowledge of HTML
- Ranked website "shassgift" within 3 months of doing link building

- Provide strategic planning for all SEO initiatives and lead the execution process.

SeoAnalyst   January 2016 - February 2019

Infozign Technologies | India

- Measure key SEO metrics like organic traffic, ranking positions, domain authority, conversion rates, and engagement metrics to provide recommendations for improvement
- Closely collaborate with web development team to implement SEO best

practices ●Ultimately focusing on delivering successful SEO strategies for clients

Key SKILLS

 Team Player: Having developed in a team be able to work effectively with cross-functional teams, including designers, developers, copywriters, and other marketers.

 Communication: Strong communication skill which clearly and share ideas openly to analyse that all team members are working towards the same goal.

Creativity: Able to think creatively and come up with innovative solutions to marketing challenges

Flexibility: Responsible for the coordinated management of multiple projects where adapt to changes in project scope or timelines

Other Skills

Search Engine Optimization (SEO), Meta Descriptions,GA4,AI in SEO, WordPress,Link building Strategy, Campaign Management, Keyword optimization, project management skills,Competitor Analysis