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Chennai, Tamil nadu

# Renu Priyanka R

## DIGITAL MARKETER

### EDUCATION

**Bachelor of Engineering 2016 - 2020**

Panimalar Engineering College, Chennai

### SKILLS

On-Page SEO Optimization

Off-Page SEO Techniques

Keyword Research

SEO Auditing

Technical SEO

Content Optimization

Google Analytics

Google Search Console

Competitor Analysis

HTML/CSS Basics

Google My Business

Google Keyword Planner

Google Ads

Google pagespeed insights

Semrush

Screaming Frog

Zoho CRM

Link Building

Google Trends

Analytical Skills

Communication Skills

### CMS PLATFORM

JOOMLA

Wordpress

### CERTIFICATES

**Digital Marketing Course Jul 2022-Sep 2022**

Inventateq

Google Search Console

Udemy

### SUMMARY

Dedicated **Junior SEO Specialist** with over **1 years** of in optimising website content for Search Engine and enhancing online visibility. Proficient in **keyword research, On-page SEO, Off-page SEO, and Technical SEO** while utilising the latest industry tools.

### EXPERIENCE

**AECC Digital Innovation Hub**

**Sep 2022– Present**

**Junior SEO Specialist**

#### Responsibility

- Handled **AECC India** Study abroad market by conducting keyword research and optimized website content to improve search engine ranking.
- Conduct comprehensive **SEO audits** to identify website optimization opportunities and areas for improvement.
- Develop and execute **on-page SEO strategies** to improve organic search rankings.
- Perform **keyword research** to identify high-value target keywords and create content optimized for search engines.
- Monitor and **analyze website performance** using tools such as Google Analytics, Google Search Console, and SEO tools.
- Collaborate with cross-functional teams** to implement SEO recommendations and improve website usability.
- Conducted **competitor analysis** to identify SEO opportunities and threats.
- Developed and implemented **local SEO strategies**, including Google My Business optimization

### ACHIEVEMENTS

- Implemented **schema markup**
- Successfully **improved search engine rankings** for 20 + keywords from page 10th to page 1st within 3 months by implementing on-page
- Led a **content strategy revamp**, resulting in a **40% increase in organic traffic** and a higher engagement rate due to more relevant and valuable content