



C.Nirosha

Senior SEO Analyst

Highly skilled and results-driven Digital Marketing Executive with 4+ years of experience in developing and implementing successful digital marketing strategies. Seeking a challenging position to utilize my skills in improving organic search rankings, driving website traffic, achieving targeted leads, and optimizing online visibility for clients.

Contact



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Marathahalli, Bangalore

Skills

- On page Optimization
- Google Adwords
- Social Media Marketing
- Campaign Management
- Off-page Optimization
- Keyword Research and Analysis
- Competitor Analysis
- Link Building
- Content Strategy and Optimization
- Website Audits
- Data Analysis and Reporting
- SEO tools
- SEO Analysis and Strategy
- Communication and Collaboration

Certifications

- Google Analytics Certification
- Google Ads Search Certification

Experience

Senior SEO Analyst

StarAgile Conuslting

Sep 2022 – Current

- Optimizing Website as per SEO standards.
- Plan and execute paid advertising campaigns across various platforms, such as Google Ads and Facebook Ads.
- Checking Campaign performance and budgets based on leads requirements changing the budgets
- Planned and executed all SEO On page and off-page campaigns.
- Conducted thorough keyword research to identify target keywords. Optimized website structure, meta tags, headings, and internal linking to enhance search engine visibility and user experience
- Optimize content for the website and social media platforms.
- Conducted technical SEO audits to identify and resolve website issues affecting search engine crawlability and indexing
- Provide internal reports on Daily, weekly and monthly basis.
- Making the Site Audit on Monthly basis for the better understanding the site performance.
- Performing the competitor analysis for knowing the gaps and to improve. Implement and analyze performance metrics.
- Identifies trends and insights and optimizes spend and performance based on the insights.
- Creating and implementing the content strategy for quality content presentation.

Digital Marketing Executive

Continental Softech pvt ltd

Dec2019 - Sep2022

- On page optimization of sites like Meta tittles, URL optimization, Meta description, ALT tags etc.,
- Off-page Optimization includes Article submission, Social Book
- Marking, directory Submissions, guest postings, Forum Posting etc., Experience in Google Analytics, Webmaster tool
- Competitor Analysis, Backlink Analysis, Keyword research etc.,
- Reporting Weekly and Monthly status reports to Clients
- Creating Audits for Website for knowing the site performance
- Skilled in analyzing SEO metrics, generating reports, and using data to make data-driven decisions to improve SEO performance

TOOLS USED

- Google Analytics
- Search Console
- Keyword Planner
- Ahref
- SEMrush
- DupliChecker
- Grammarly
- Wordstream
- Chat GPT
- Screaming frog
- MOZ

Education

STSN govt degree college 2016-2019

B.com(com)

Location: Kadiri, AP

Diclaration

I do hereby declare that the information stated above is true to the best of my knowledge and belief.

