



# Santhosh P

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## Objective

To secure a challenging position in a reputable organisation to expand my learnings, knowledge and skills.

## Experience

- IDM Tech Park** Nov 2021 - Nov 2023  
Junior Digital Marketing Executive
- Map Systems** Jan 2024 - Feb 2024  
SEO Executive

## Education

- Dr G.R.Damodaran College of Science** 2019  
Bachelor of Business Administration  
56%
- SNS College of Technology** 2021  
Master of Business Administration  
7.0 CGPA

## Skills

- Keyword Research and Analysis
- Google Analytics, Search Console, Semrush and Ahrefs, etc...
- Content Creation and Optimization
- On page, Off page SEO, Technical Seo and ecommerce Seo

## Achievements & Awards

- Completed Advance Digital Marketing Course
- District level mind mathematics winner
- I have got best enthusiastic student award in my under graduation

## Publications

- "A study to asses the work life balance on women employees in banking sector"**  
Published a research paper titled "A study to asses the work life balance on women employees in banking sector" in the international journal of scientific research in engineering and management, Vol 5 Issue 3, pp:1-5, August 2020.

## Interests

- Search Engine Optimization

## Languages

- Tamil and English

## Professional Experience

- **Junior Digital Marketing Executive - IDM Tech Park.**

This is my client website, eleczo.com, and that's an electrical e-commerce portal.

- Created and implemented organic search strategies for our website.
- Improved organic search results by advancing our SERP from number 7 to the 1st page.
- Collected and analyzed SEO-related data from multiple sources like Google Search Console, Google Analytics, Google Trends, etc.
- By doing competitor analysis, I got good quality and instant backlinks.
- Stabilized my targeted keyword ranking report on the first page even after the March 2022 Google algorithm update.
- Achieving organic website traffic every month.
- Executed an SEO audit by using Semrush
- Handling various SEO tools like Semrush, Ahrefs, Web masters, and Search Console.
- Research and analyze keywords to optimize content for search engine rankings.
- Optimized website content for SEO
- Analyzed website traffic and performance metrics, identifying and troubleshooting SEO issues that resulted in a 15% increase in website traffic and improved user engagement.
- We'll give the content requirements to the content writers with a unique title, and we will optimize and post that in our blog, which will give more weight to our website traffic.
- developed and implemented off-page activities that gave good-quality backlinks to our website.
- Implemented internal linking from one page to another page.
- Did a backlink analysis often to check the quality

- **Seo Executive - Map Systems**

- Posted blog content and requirements
- Executed competitor analysis, SEO audits, and off-page submissions.
- Maintained keyword ranking report each week.

## Declaration

- I hereby declare that the above mentioned details are true to the best of my knowledge.