ANUSHA MAMIDI

SR. SEO ANALYST

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SKILLS

- Search Engine Optimization (On-page, Off-Page)
- SEO Audits
- Content Marketing, Web Content Optimization
- Social Media Marketing
- Email Marketing
- Keywords Research and Analysis

TOOLS

- Google Analytics
- Web Master Tools, Lighthouse
- Screaming Frog
- SEO Powersuite
- Ahref, Semrush
- ChatGPT, Claude
- Canva, Lucky Orange

EDUCATION

BACHELOR OF TECHNOLOGY IN COMPUTER SCIENCE

Audisankara College of Engineering & Technology

PROFILE

With solid 6+ years of SEO experience, I lead strategic initiatives, conduct in-depth keyword research, optimize on-page and off-page elements, analyze performance metrics, and collaborate cross-functionally to drive organic search growth. Currently, I am working as a Senior SEO Analyst at MapSystemsIndia.

EXPERIENCE

SENIOR SEO ANALYST

MapsystemsIndia

March 2019 – April 2024

As a senior SEO analyst, I use my expertise to optimize service-based websites (3D Design Services) using different on-page and off-page techniques and drive organic traffic. My role involves developing SEO strategies, website audits, conducting thorough keyword research using advanced tools like Semrush, Ahref, etc., marketing on SM platforms, SM paid campaigns, and implementing data-driven solutions to enhance website visibility and ranking on SERP results.

DIGITAL MARKETING EXECUTIVE

DesineLabs

July 2018 – Feb 2019

As a former digital marketing executive at a digital marketing agency, I worked on optimizing different websites and leveraged emerging trends to enhance SERP rankings and brand visibility. My role involved keyword research, SM postings, link building, and email marketing.

SEO EXECUTIVE

XIPHIAS Immigration Pvt Ltd

June- 2017 – July 2018

As a former SEO executive, I specialized in driving traffic through off-page activities for the website. My role extended beyond SEO to include things like movie promotions through social media, email marketing using the Gmail and MailerLite tools, and lead generation.