



# 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
- CRM
- Strategic Brand Development
- Content Strategy and Optimization
- Lead Generation
- Data Analysis and Reporting
- SEO tools
- SEO Analysis and Collaboration

## Certifications

- Google Analytics Certification
- Google Ads Search Certification

## Experience

### Senior SEO Analyst StarAgile Consulting Sep 2022 – 29 April 2024

- 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 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 titles, 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 tools
- 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 Google
- Keyword Planner
- Ahrefs
- Screaming Frog
- Site Explorer
- SEMrush
- Moz
- WordStream
- ChatGPT
- DupliChecker

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### 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.