

HRIDHYA MANOJ

SEO Analyst

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PROFILE

Results-driven SEO Analyst with 1.5 years of experience in SEO, content marketing, and technical content writing. Skilled in boosting organic traffic through competitor analysis, keyword research, Page, and content optimization. Passionate about leveraging SEO Trends to achieve measurable results.

TECHNICAL TOOLKIT:

Content Creation and Productivity: **Microsoft Word, Canva, WordPress, and Wix.**

SEO Tools: **Ahref, Semrush, Google Analytics, and Google Search Console.**

Skills: Keyword Research, Competitor Analysis, On-Page Optimization, Off Page Optimization, Technical SEO, Meta Ads, Branding, Content Marketing

WORK EXPERIENCE

Position 2 Marketing Ltd
SEO Analyst

BANGALORE, INDIA
Sept 2024- Jan 2025

- Conducted comprehensive SEO audits to identify technical and content issues impacting organic performance.
- Developed and implemented content frameworks and SEO programmatic content to enhance site visibility and engagement.
- Performed backlink audits to assess the quality of inbound links, disavowing harmful links and strengthening domain authority.
- Optimized existing content by updating keywords, improving readability, and enhancing on-page SEO elements, resulting in significant page performance improvements.
- Crafted compelling Google Business Profile (GBP) posts to improve local search presence and brand visibility.
- Improved website traffic, ranking key keywords within top search engine results.
- Monitored and reported site performance using tools like Google Analytics, Google Search Console, and Semrush.

Oliveboard Comptech Private Ltd
Technical Content Writer

BANGALORE, INDIA
July 2023–July 2024

- Developed and executed a data-driven content strategy aligned with SEO objectives, targeting high-intent keywords and optimizing for search visibility.
- Implemented On-Page and Off-Page SEO strategies, including backlink building, interlinking blogs, and optimizing mock tests for improved user experience and discoverability.
- Enhanced blog navigation and engagement by introducing strategic UI elements like an “Important Pages” button.

- Achieved a significant increase in website performance, boosting impressions from 237k to 563k and clicks within three months through data-driven optimizations.
- Created landing pages of Mock tests such as TCS NQT, and TCS BPS and promoted that through blogs.
- Execution of the Meta Ads, and Google Search Ads as part of the Teacher's Day Campaign'23.
- Performed SEO Audits monthly, and monitored the blog's and mock test performance through Google Search Console, Semrush, and Ahref.
- Identification of gaps in content strategy and recommendation of new clusters/blogs.

CERTIFICATIONS

- "Google Analytics Certification" (Google Skillshop)
- "Technical SEO Course with Bastian Grimm" (Semrush)
- "Google Ads Search Certification" (Google Skillshop)
- "Fundamentals of Digital Marketing" (Google Skillshop)
- "Video and Television Production" (Calicut University)

EDUCATION

CHRIST UNIVERSITY (Masters in English & Cultural Studies)

BANGALORE

2023

ST.ALOYSIUS COLLEGE (Bachelor in English Language and Literature)

KERALA

2021

INTERNSHIP

Cosko, Bangalore - Technical Writer Intern

(June-Nov,2022)

- Published concise and engaging blogs for Cosko, focusing on technology topics like mobile phones and televisions.
- Worked as a Social Media Manager and handled Instagram and LinkedIn.