

Curriculum Vitae- N Vinodhini

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Objective

Results-driven SEO Specialist with 1.years of experience in on-page and off-page optimization, keyword research, and content strategy. Proven track record of increasing organic search traffic and improving SERP rankings for diverse clients. Seeking to leverage my expertise in SEO.

Professional Experience

SEO Intern

Rinteger - Bangalore

April to June - 2023

Duration: 2 Months

Senior SEO Executive

Rinteger - Bangalore

June 2023– Present

Duration: 1 year 9Months

- **Keyword Research & Optimization:** Conducted comprehensive keyword research to identify high-impact terms, improving website ranking and driving a 25% increase in organic traffic.
- **On-Page SEO:** Optimized website content, meta tags, headers, URLs, and images, achieving a 15% increase in page load speeds and improving user engagement metrics.
- **Off-Page SEO:** Managed backlink strategy through outreach and partnerships, securing quality backlinks that enhanced domain authority by 20%.
- **Content Strategy:** Collaborated with content creators to develop SEO-friendly blogs, landing pages, and articles that resulted in a 30% increase in organic search-driven leads.
- **Technical SEO:** Conducted regular site audits to identify and fix crawl issues, broken links, and duplicate content, ensuring website compliance with search engine guidelines.
- **Analytics & Reporting:** Monitored and analyzed SEO performance using Google Analytics, Search Console, and SEMrush to track keyword rankings, traffic sources, and user behavior, providing actionable insights to stakeholders.

Key Achievements:

- Improved organic traffic by 35% within the first 6 months of optimization efforts.
- Achieved top 3 SERP rankings for 10+ high-competition keywords.
- Reduced bounce rate by 20% through optimized content and enhanced user experience.

Skills

- **SEO Tools:** Google Analytics, Google Search Console, SEMrush, Ahrefs, Moz
- **Technical SEO:** Site audits, URL optimization, schema markup, page speed optimization
- **On-Page Optimization:** Title tags, meta descriptions, header tags, internal linking
- **Off-Page SEO:** Link building, backlink analysis, Blog, Pintrest

- **Content Marketing:** Keyword-focused content strategy, content gap analysis, copywriting
- **Analytics:** Keyword ranking analysis, traffic analysis,
- **CMS Platforms:** WordPress, Shopify
- **Basic HTML/CSS:** Familiar with SEO code implementations

Optimized More than 10 sites and some of them are listed

- www.neverneud.com
- www.italiancolony.com
- www.militarymarvels.com
- www.myfinch.in
- www.mysterooffashion.com
- www.rockstarjeans.com

EDUCATION BACKGROUND

COURSE	University/Board	School/ College	Year of passing
S.S.L.C	KSSEEB Bangalore, Karnataka	Krishna English medium School Shahapur	2008
P.U.C	Department of pre-University Education	Bassel Mission pre - university college Dharwad	2010
B.COM	Karnataka University Dharwad	C.S.I College of Commerce Dharwad	2015
MBA (Finance & marketing)	Visvesvaraya Technological University	Bapuji institution of Engineering and technology Davangere	2018
Advanced Digital marketing		Digital Kora	2023

PERSONAGE ASPECTS

- Analytical and Critical thinking
- Decision making
- Detail Oriented
- Leadership
- Logical
- Progressive

REFERENCE

Will be glad to furnish on request

DECLARATION

I confirm that all the data mentioned above are absolutely correct to the best of my knowledge

N.VINODHINI