

Curriculum Vitae- N Vinodhini

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Objective

Results-driven SEO Specialist with 2 years 1 months 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– JULY 2025

Duration: 2 year 1Months

- **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.mysteroffashion.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 instiution of Engineering and technology Davangere	2018

Advanced Digital marketing		Digital Kora	2023
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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