

Manikandan SJunior Digital Marketer | SEO Analyst

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₽ PROFILE

Enthusiastic SEO Analyst with 1 year of experience at Green World Group, skilled in on-page and off-page optimization, keyword research, and technical SEO. Experienced in content marketing, Google Ads, and Facebook Ads campaigns. Adept at analyzing website performance metrics and implementing data-driven strategies to improve search visibility and drive user engagement. Eager to contribute to innovative digital marketing initiatives in a growth-focused environment.

SKILLS

SEO Tools

Google Search Console, Google Analytics, SEMrush

Digital Marketing

Google Ads Campaigns, Facebook Ads

Technical Skills

HTML, CSS, Excel Reporting

SEO Skills

On-page SEO, Off-page SEO, Link Building, Keyword Optimization, Technical SEO

Content Marketing

Keyword Mapping, Blog Optimization, Competitor Research, SEO Content Writing

PROFESSIONAL EXPERIENCE

SEO Analyst
Green World Group

Sep 2024 – present
Karaikal

- Conducted on-page and off-page SEO strategies to enhance website rankings and organic traffic.
- Performed keyword research and optimized titles, descriptions, and content for multiple web pages.
- Managed link-building campaigns to improve domain authority and SERP performance.
- Tracked and analyzed performance metrics using Google Analytics and Search Console.
- Supported paid campaigns on Google Ads and Facebook Ads, optimizing ad budgets for better ROI.
- Collaborated with the content team to ensure SEO alignment across blogs and landing pages.
- Improved organic traffic by 40% within 6 months through targeted keyword strategies.

- Ranked 10+ priority keywords on the first page of Google SERPs.
- Reduced ad cost per click (CPC) by 20% through campaign optimization.

EDUCATION

Master of Computer Applications (MCA)

EGS Pillay Engineering College Nagapattinam

2022 - 2024

CGPA: 8.26

Bachelor of Computer Applications (BCA) 2019 – 2022

TBML Arts & Science College Porayar

CGPA: 8.20

Higher Secondary Education 2018 – 2019

Nivetha Matric Hr Sec School Porayar

Percentage: 84

♦ CERTIFICATES

• Google Certified — Advanced Google Analytics • Google Ads Search Certification

• Udemy — Complete 2024 Web Development
Bootcamp

• Google Certified — Fundamentals of Digital
Marketing

M ADDITIONAL EXPERIENCE

Trainee May 2024 – Jun 2024

ONGC Karaikal

Project Intern Jan 2024 – May 2024

Nexware Technologies Coimbatore

DECLARATION

I hereby declare that the above information is correct and true to be of my knowledge and belief.

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