



ISWARYA N

Process oriented analyst having comprehensive experience in Web Analytics, Keyword research, developing and implementing SEO strategies, plans and increasing website ranking and traffic.

OBJECTIVE

To work in a challenging and rewarding environment where I can contribute profitably to the company and also improve my skills. Aiming to acquire new skills to successfully fill the Digital Marketing role at a prestigious organization.

SKILLS

- Search Engine Optimization (SEO)
- Page Optimization
- Keyword Research
- Link Building/Blogger Outreach
- Google Analytics/ Search Console
- Lead Generation
- SEO Tools and Analytics (Ahref, Google Ads Keyword planner, SEMrush, Screaming frog)
- CMS (Word Press)

VITALS

Electronic City, Bangalore

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EXPERIENCE

Search Engine Optimization Executive/Analyst (Digital Marketing)– Intellipaath Software Solutions Pvt Ltd., Bangalore

Oct 2020 – Present

- Enhanced company's organic visibility/ranking using On-page and Off-page optimization.
- Conducted SEO research and optimized existing web content in accordance with research.
- Improved organic search ranking for 5 business pages to top 5 for primary keywords.
- Measured the performance of Digital Marketing effects using Web analytics tools (Google Analytics/Search console).
- Assisted in improving Domain Ranking to 71 using Off-page strategies.
- Acquired 200+ backlinks from high authority websites as a part of link building campaigns.
- Negotiated with site owners/Vendors so that we reach a price suitable for both as part of link building campaign.
- Identified new content requirement in the form of blogs and tutorials.
- Have been part of FB and LinkedIn Marketing for lead generations.

Associate Research Analyst – Capstart, Nagercoil

Jan 2017 – April 2018

- Have done secondary research and competitor research for companies like Eli Lilly, Shell, IHS Markit, Rockwell Automation for PR/Digital marketing.
- Collect data from various sources like Google, social media platforms such as FB, Twitter, LinkedIn and analyze them to generate reports either daily, weekly newsletters or analysis reports as per the client's needs.
- Performed Competitor analysis, Social Media Monitoring.

STRENGTH

- Presentable, Professional and Confident
- Positive Attitude
- Motivated and Hardworking
- Team Player and Smart Worker
- Willingness to learn more and take responsibility
- Quick and self-learner

EDUCATION

SMK FOMRA INSTITUTE OF TECHNOLOGY

M.E – Power Systems Engineering
(2013-2015)

VINS CHRISTIAN COLLEGE OF ENGINEERING

B.E - Electrical and Electronics
Engineering (2009-2013)

CERTIFICATION

Digital Marketing Certification: Master Digital Marketing by Udemy.
Got University rank in BE (40th place) under Anna university, Tirunelveli.

DECLARATION

I do hereby declare that the particulars of information and facts stated herein above are true, correct and complete to the best of my knowledge and belief.