

V.S.Lakshmi Narayani

SEO Exe & Content Writier

CONTACT

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Ashok Nagar, Chennai - 83

SKILLS

- Web page design
- Web development
- Landing Page Creation
- WordPress
- Wix
- Shopify
- Microsoft tools
- HTML
- CSS
- Canva
- Adobe
- SEO-Optimized content
- Content management systems
- Microsoft Office applications
- Writing, Editing
- Fast-paced environment
- Multiple projects management
- Content Marketing
- Client Communication
- On-Page Optimization
- Off-Page Optimization
- Keyword Research
- Technical SEO
- Link Building
- Google Analytics
- Google Search Console
- Google Keyword Planner
- Blog Writing

Qulifications

Master of Computer Application - MCA

Technical Qulification

Advanced Desktop Publishing
Diploma in Webdesign - Photoshop,
HTML, CSS & 3D Max
Master Dip-SW - C++ oops, Java
Script, VB, VB Script
NCVTE: Net, Python, Cyber Security,
Cloud Computing & Machine
Learning.
NCVTE : Advanced Diploma in
Digital Marketing
Coursein Academy-Diploma in
Digital Marketing

PROFILE

To secure a challenging position in a reputable organization to expand my learnings, knowledge, and skills. Secure a responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the company's success.

Creative and strategic Content Writer with 3+ years of diverse experience creating a strong copy. As a content writer, I work on all kinds of online content (websites, web articles, blog posts, social media, marketing collaterals, case studies, whitepapers, etc.) into compelling customer experiences. Meets tight deadlines, juggles multiple priorities, and executes flawlessly with great attention to detail. Content, Communication & Training expertise helps me create kickass marketing experiences.

WORK EXPERIENCE

- Working as a Chief Administrative, HR in Victory Group of Institutions Chennai
- Part-time Computer Courses Faculty & Tutor for 10th higher grade Computer Course Students
- Working as a Digital Marketing Executive in Aviva Organics
 - My roles and responsibilities are writing blogs, website content, case studies, and social media content for LinkedIn, Facebook, Twitter & Instagram
 - Drove the creation of quality content in a variety of engaging formats
 - Conducted in-depth research and stayed up-to-date on industry and competitor content
 - I used appropriate voice tones and diction to compose engaging content for audiences of various ages
 - Maintained an updated understanding of the writing industry and genre trends to strengthen writing success and marketability
 - Completed drafts of content and finished projects within the deadlines
 - Wrote in explanatory and procedural styles for varying audiences
 - Writing content for blogs, articles, web content, social media posts, and ad copies
 - Worked on multiple projects with different objectives simultaneously
 - Collaborated with teammates on the editorial calendar and on visual layouts, interactions, and tone

Freelancer Digital Marketing Exe

Raphael Creatives

Voice of Tenkasi

lyanthiran.com

- SEO Audit and Report Generating
- Technical Recommendation Report
- On-Page and OFF-Page Optimizations
- Competitors Analysis
- Conducting keyword research and competitive analysis
- Analyzing website traffic and performance to identify areas for improvement
- Streamlining work to maximize efficiency and set processes for the team
- Utilize content writing and marketing skills to provide a holistic boost to the campaigns
- Collaborating with design and development teams to ensure SEO best practices are implemented
- Link Building and Outreach Communication