

SOWMIYA B

Analyst

CONTACT

+91 8870169996

sowmibala0111@gmail.com

1/2, 2nd Main road, Lakshmi Nagar, Kattupakkam, Chennai - 600056

<https://www.linkedin.com/in/sowmiya-balu-380064183/>

PROFILE SUMMARY

Qualified Analyst (SME) with extensive 6+ years experience in web research, SEO analysis, and data validation. Skilled in leveraging research methodologies and SEO strategies to optimize content, improve visibility, and deliver actionable insights. Adept at managing projects, training teams, and ensuring compliance with organizational standards.

EDUCATION

2015 - 2018

DR. G. R. DAMODARAN COLLEGE OF SCIENCE, COIMBATORE

- Bachelor of Science in Biotechnology

SKILLS

- SEO Strategy & Keyword Analysis
- Market Research
- Web Research
- Secondary Research
- Content Optimization & Link Building
- Data Reporting
- Data Collection
- Data Analysis
- Data Validation
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Office
- Team Training & Process Documentation

Certifications:

- Project Genius 2.0 - Prompt Engineering
- SAS Certified Specialist: Base Programming
- Advanced Certification Course in Clinical Research, CDM & PV
- Pharmacovigilance & Safety Ops

LANGUAGES

- English
- Tamil
- Kannada

WORK EXPERIENCE

Analyst

FEB 2019 - PRESENT

Cognizant Technology Solutions, Coimbatore

- Conduct in-depth web research to gather, verify, and validate data from multiple sources including websites, publications, and industry databases.
- Perform SEO audits and implement strategies to improve website ranking and organic traffic.
- Analyze keywords, backlinks, and competitor performance using SEO tools (Google Analytics, STAR, Fusion).
- Hands-on Experience in AI tools (Copilot, Chat GPT, Perplexity)
- Prepare comprehensive reports on research findings and SEO performance metrics for stakeholders.
- Collaborate with content teams to optimize on-page and off-page SEO elements.
- Perform team reviews and QC with support of team lead when required and other ad-hoc tasks.
- Train new team members on research methodologies, SEO tools, and reporting standards.
- Assisting team in client queries & Prompt responses for Client feedback and queries along with maintaining team-related tasks.
- Perform accurate quantitative analysis of targeted data research, collection and report preparation.
- Ensure compliance with company policies and industry best practices in all research and SEO activities.
- Monitor search engine algorithm updates and adapt strategies accordingly.
- Monitoring website performance metrics and preparing weekly SEO reports.
- Maintain documentation and manuals for processes and tools used in research and SEO.