

JEYAPRAKASH N

Digital Marketing Executive | SEO Analyst



About Me

Results-driven Digital Marketing Executive with expertise in SEO, social media, content marketing, and PPC. Skilled in optimizing website performance, boosting traffic, and increasing conversions. Strong analytical and problem-solving abilities with a technical edge from a mechanical engineering background.



+91 87782 39861



jeyaprakashnsn@gmail.com



Gujiliamparai, Dindigul, Tamil Nadu,
India -624 703

EXPERTISE

- SEO & Content Marketing
- Paid Advertising
- Social Media Marketing
- Web & Analytics Tools
- WordPress Development
- Photoshop (Basic), Capcut
Video Editing
- Ecommerce SEO
(shopify, Woocommerce, opencart)

PROFESSIONAL EXPERIENCE

SEO Specialist | 123TWS, Coimbatore (Nov 2024 – Present)

- Improved search rankings for client websites through advanced SEO strategies. Handled content marketing for clients.
- Created engaging memes and content for company social media pages to boost engagement.
- Managed Meta Ads campaigns, optimizing ad performance and conversions.

SEO Analyst | Dolphin Education Consultancy (Oct 2023 – Nov 2024)

- Optimized website content, improving search engine rankings by first position.
- Conducted SEO audits, keyword research, and backlink strategies to enhance website authority.
- Managed social media platforms and executed paid ad campaigns (Meta, Google Ads).
- Improved organic traffic and engagement by 85%

SEO Analyst | AD Media, Coimbatore (Apr 2023 – Oct 2023)

- Conducted comprehensive on-page and off-page SEO to increase client visibility.
- Managed and optimized WordPress websites to improve UX and conversion rates.
- Developed PPC strategies, leading to a 28% increase in ROI for paid campaigns.

Digital Marketing Intern | Inmakes Infotech, Kochi (3 Months)

- Assisted in social media marketing, PPC, and content marketing initiatives.
- Gained hands-on experience in WordPress development and SEO strategy execution.

EDUCATION

Bachelor's Degree in Mechanical Engineering

- Chettinad College of Engineering and Technology (2018 – 2021) | CGPA: 7.29

Diploma in Mechanical Engineering

- Kongunadu Polytechnic College (2015 – 2017) | 84%

HSC (High School)

- Government Higher Secondary School (2014 – 2015) | 83%

SSLC (Secondary School)

- Government Higher Secondary School (2012 – 2013) | 69.8%