

SREEJILA K

SEO & GOOGLE ADS SPECIALIST

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SUMMARY

Qualified professional having 9 Years of experience in developing SEO & google ads campaigns, analytics, keyword research, content strategy creation, site auditing, and link building. Recent results include 200% increase in lead generation, 250% rise in organic search traffic.

TECHNICAL SKILLS

- Search Engine Marketing (SEM), PPC
- Search Engine Optimization (SEO)
- Social Media Marketing
- App Store Optimization
- Landing Page Optimization
- Keyword Research and Analysis
- Content Strategy Creation
- Web Analytics & Reporting
- Campaign Budgeting & Scaling
- Media Buying
- Market Research
- CRM Integration
- Remarketing/Retargeting
- WordPress Design

DIGITAL MARKETING TOOLS

- SEMRUSH
- Google Analytics
- Google ADS
- Google Search Console
- SERanking
- Ahrefs
- UberSuggest
- Canva
- Microsoft Clarity
- Hotjar
- MailChimp
- ActiveCampaign
- ChatGPT
- Gamma
- Buffer
- Metricool

PROFESSIONAL EXPERIENCE

SEO & Google Ads Manager Trim London Media, Dubai

Nov 2023 - Present

- Conducted comprehensive keyword research, implemented on-page and off-page optimization, and resolved technical SEO issues, resulting in a 35% increase in organic traffic.
- Managed search, display, and remarketing campaigns, achieving a 25% reduction in cost-per-click (CPC) and a 40% increase in leads.
- Designed and optimized landing pages for real estate projects and restaurants, focusing on user experience, SEO, and conversion rate optimization to maximize inquiries and bookings.
- Utilized tools like Google Analytics and Search Console to track key metrics, identify trends, and make data-driven optimizations to improve campaign ROI.

Digital Marketing Specialist DeDote, Dubai

Mar 2023 - Oct 2023

- Collaborated with content creators to produce SEO-friendly blogs, website copy, and driving organic traffic growth and audience engagement.
- Used tools like Google Analytics, Google Search Console and UberSuggest to track KPIs, generate insights, and deliver performance reports to clients with actionable recommendations.
- Executed and optimized PPC campaigns on Google Ads, achieving a significant improvement in ROI and a 20% reduction in cost-per-acquisition (CPA).

SEO Specialist
IcyBee Business Solutions, India

Mar 2022 - Dec 2022

- SEO on Angular, Laravel, CodeIgniter, WordPress, .Net sites
- Used appropriate analytics to measure, evaluate and report against goals and performance of all digital marketing activity and plans.
- Analyze the development of the company website, devising strategies to drive online traffic and continuing to improve usability, design, content and conversion.
- Work with the designing & content writing team to create high quality content for a range of online platforms which is optimized and consistent with the brand and tone of voice.

Digital Marketing Specialist
LOKA Productions, Dubai (WFH)

Feb 2021 - Feb 2022

- Lead the development of the social media presence.
- Created plan and deliver content across different platforms using scheduling tools such as Hootsuite, Buffer.
- Coordinated with the team to create original and engaging multimedia content across multiple social platforms.
- Created report on performance on social media platforms using tools such as Google Analytics and Facebook Insights.

Senior SEO Specialist
Fabby Technologies, India

Jan 2016 - Apr 2017

- SEO on classified website.
- Lead the development of the social media presence.
- Created strategies to drive online traffic to the company website, client sites.
- Worked on customer research, market conditions and competitor data.
- Worked on multi language website built in .Net

SEO Analyst
Intersmart Solutions, India

Jan 2015 - Jan 2016

- Keyword research, Onpage SEO, link building on variety of niches.
- Done paid ads on Google Ads, Facebook, Instagram, LinkedIn.
- Report creation & regularly analyzed web analytics data

EDUCATION

Master of Computer Application (MCA)
Kannur University

2009 - 2012

Bachelor of Computer Science
Kannur University

2006 - 2009

ADDITIONAL INFORMATION

- **Languages:** English, Malayalam
- **Certifications:** Advanced Digital Marketing Certificate from Brain Cyber Solutions
- Digital Marketing, Search Ads, Display Ads By Google
- HubSpot Digital Marketing
- SEMRUSH SEO Toolkit