

Nivetha S Rajendran – Digital Marketing Analyst

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SEO and Digital Marketing Analyst with 1+ years of experience driving organic growth through content-led SEO strategies, keyword research, and technical optimization. Proven ability to develop and execute SEO-aligned content strategies, improve CTR, traffic, and conversions, and collaborate cross-functionally to enhance search visibility and performance.

Core Competencies

- SEO Strategy & Implementation (on-page, off-page, technical SEO)
- Organic Growth & CTR Optimization
- WordPress / Webflow Management
- SEO Reporting & Performance Forecasting
- Content Strategy & SEO Program Management
- Keyword Research & Editorial Planning
- Market Research & Competitor Analysis
- Google Ads & LinkedIn Ads

Professional Experience

SEO Executive | Digital Marketing Analyst

Linksoft technologies | US - Remote Feb 2025 - Present

- Developed and executed **SEO-driven content strategies** aligned with business and marketing goals, improving **organic traffic, clickthrough rates, and keyword visibility** across high-priority site sections.
- Led **keyword research to guide content teams**, inform editorial priorities, and optimize website and social media content for **search intent and organic growth**.
- Owned **SEO performance tracking and goal setting**, leveraging Google Analytics, Search Console, and SEMrush to monitor **traffic, CTR, conversions**, and recommend continuous improvements.
- Managed websites on **WordPress and Webflow**, handling SEO configurations, page updates, mobile-first optimization, and AI-assisted content formatting.
- Monitored performance using **Google Analytics, Search Console, SEMrush**, and AI insights to identify trends, issues, and optimization opportunities.

Search Engine Optimization Analyst (Freelance)

Finito World | UK - Remote Oct 2024 – Feb 2025

- Drove **organic growth strategy** through content optimization, backlink acquisition, and technical SEO, increasing Domain Authority from 12 to 31 while improving **search rankings and conversions**.

- Achieved **400+ keywords ranking** across Google SERPs by aligning content with search intent and optimizing on-page SEO.
- Scaled organic visibility, growing **Google Search Console impressions from 95.5K to 118K** through technical and content optimizations.
- Improved **average keyword position from 16.2 to 8.3**, driving stronger first-page visibility.
- Optimized **on-page SEO for 800+ pages**, enhancing metadata, headings, internal linking, and content structure.
- Conducted continuous performance tracking using **Google Analytics and Google Search Console** to refine SEO strategy.
- Partnered with stakeholders to align **content creation with SEO strategy**, ensuring scalability and sustained organic performance.

Digital Marketing Intern

Unaeon | UK – Remote

Oct 2024 – Feb 2025

- Assisted in **keyword research** for website content, App Store Optimization (ASO), and social media, gaining hands-on experience in improving visibility across digital channels.
- Supported **content strategy and planning** by researching trending topics and industry-relevant themes aligned with audience interests.
- Assisted in optimizing **LinkedIn content strategy**, contributing to a **16% increase in follower growth** and improved engagement.

Education

Master of Science (MSc) in Management

Coventry University, London, United Kingdom

2021 – 2022

Bachelor of Science (BSc) in Physics

PSG College of Arts and Science, India

2014 – 2017

Tools

- Google Search Console
- Google Analytics 4 (GA4)
- SEMrush
- Answer the public
- Google Keyword Planner
- Screaming Frog SEO Spider
- WordPress
- Webflow

References

Available upon request