



S.K.Mahalekshmi

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OBJECTIVE

To obtain a challenging role as an SEO Specialist & Web Developer where I can apply my skills in SEO, SMM, and website development to drive traffic, improve performance, and support business growth.

EXPERIENCE

31 oct
2023 - 31
oct 2025

- **Seo Specialist**

Pragmatic Solutions inc

Key Responsibilities & Leadership Impacts

- Led end-to-end SEO strategy including keyword research, on-page, off-page, and technical SEO
- Improved organic traffic and keyword rankings through data-driven optimization
- Conducted detailed SEO audits and resolved technical issues (site speed, indexing, crawl errors)
- Optimized website content, meta tags, and internal linking for better visibilities.

31 oct
2022 - 31oct
2022

- **Wordpress Developer**

Pragmatic Solution Inc

- Developed and maintained responsive websites using WordPress, HTML, CSS, Bootstrap, and jQuery
- Customized WordPress themes and plugins based on project requirements
- Built mobile-friendly, user-focused web pages with cross-browser compatibility
- Integrated front-end technologies with WordPress CMS

EDUCATION

2022

- **Master of Computer Applications**

S.T.Hindu College

72%

2020

- **Bachelor of Computer Science**

Women's Christian College

86%

2018

- **HSC**

S.M.R.V.Higher Secondary School

68%

SKILLS

- **Content & Keyword Strategy**

- Keyword Research & Keyword Mapping
- SEO Content Planning & Optimization
- Blog Optimization

- Content Gap & Competitor Analysis
- **Technical Seo**
 - Website seo audits
 - On Page Optimization(Meta Tags ,URL Structure,Internal Linking)
 - Technical SEO(Crawling , Indexing , XML Sitemaps, Robots.txt)
 - Page Speed & Core Web Vitals Optimization
 - Mobile SEO & Structured Data(Schema Markup)
- **Tools**

Google Search Console, Google Analytics, Robot.xml, Sitemaps.xml , Semrush.
Ahrefs , Frog, Yoast seo , Keyword Planner, Astra themes, Buildwith, elementor ,
WPBakery Page Builder , Slider etc

ADDITIONAL INFORMATION

DOB : 16/02/2000
Sex. : Female
Nationality : Indian
Marital Status : Married
Languages Known : English , Tamil

DECLARATION

- I hereby declare that all the information provided above is true and accurate to the best of my knowledge and belief.

S.K. Mahalekshmi

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