



## S NEERAJA

Associate Analyst – SEO

### CONTACT

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### PERSONAL

Marital Status: Single

### CORE SKILLS

- SEO Strategy & Execution
- Keyword Research & Mapping
- On-Page Optimisation
- Technical SEO Audits
- SEO Analytics & Reporting
- App Store Optimization (ASO)
- n8n Workflow Automation
- Claude AI Automation
- Collaboration Tool Dev.

### TOOLS

- Google Search Console
- Google Analytics 4
- SEMrush / Ahrefs
- n8n · Claude AI
- HTML / CSS / JS
- PHP & MySQL

### SOFT SKILLS

- Analytical Thinking
- Cross-functional Collab.
- Attention to Detail
- Time Management

### LANGUAGES

English · Telugu · Kannada

### EDUCATION

#### BCA

Govt. First Grade Womens College,  
Tumkur  
2020–23 | 76.5%

#### 12th Grade

Sri Venkateshwara Jr. College, A.P.  
2018–20 | 62.3%

#### 10th Grade

Matha English Medium HS, A.P.  
2018 | 73%

## PROFESSIONAL SUMMARY

Results-driven SEO professional with 1.5+ years at BankBazaar. Skilled in keyword strategy, technical SEO, and content optimisation. Builds n8n + Claude AI automation pipelines eliminating manual reporting and boosting team efficiency. Experienced in training and mentoring interns and developing collaboration tools that accelerate team productivity.

## WORK EXPERIENCE

### Associate Analyst – SEO | BankBazaar · Bengaluru | Apr 2025 – Present

- Trained and mentored 5 SEO interns on keyword research, on-page optimisation, and reporting best practices.
- Lead end-to-end SEO execution — keyword strategy, technical audits, and on-page optimisation.
- Built n8n + Claude AI pipelines automating rank tracking, data aggregation, and performance dashboards.
- Used Claude AI for content briefs and SERP analysis, significantly cutting manual research time.
- Developed collaboration tools improving coordination across SEO, content, and engineering teams.
- Run technical SEO audits covering Core Web Vitals, crawl errors, and indexation issues.
- Deliver weekly/monthly performance reports with competitor benchmarking for leadership.

### SEO Intern | BankBazaar · Bengaluru | Sep 2024 – Apr 2025 | 6 Months

- Conducted keyword research and competitive gap analysis to identify high-opportunity search terms.
- Optimised meta tags, headings, and internal linking across 100+ pages, improving organic CTR.
- Performed technical SEO audits using Google Search Console, flagging crawl and indexation issues.
- Produced weekly rank tracking and traffic reports, building strong SEO analytics proficiency.

## CERTIFICATIONS

Technical SEO Course with Bastian Grimm · [Semrush Academy](#) · ID: 66bfc02b71

SEO Crash Course with Brian Dean · [Semrush Academy](#) · ID: 475ac17482

SEO Certification · [eMarketing Institute](#) · Nov 2024 · No: CERT002244191-EMI

Google Analytics Certification · [Google](#) · Dec 2024 · ID: 127368449

Diploma – AI in Digital Marketing Essentials · [OHSC](#) · Jul 2025 · Reg: 1107344

## KEY PROJECT

### Temple Management Website – HTML, CSS, JS · PHP, MySQL

- Built a full-stack temple management web app handling event scheduling and visitor management.
- Managed end-to-end development from UI design to backend — foundation for current automation work.