

RESUME



Name: Balaji. M

OBJECTIVE

To secure a challenging position in a reputable organization to expand my learning's, knowledge, and skills. Secure a responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the success of the company.

Academic Qualification	Year	School/College	Board/University	Percentage (%)
BE (MECH)	2019	NSCET	Anna University	66
XII	2015	T.M.H.N.U.Matric.Hr.Sec. School	Tamil Nadu Matriculation	84
X	2013	T.M.H.N.U.Matric.Hr.Sec. School	Tamil Nadu Matriculation	93

SKILL SETS / BASIC KNOWLEDGE

Tools Used : Google Search console, Google analytics, Semrush, Meta Business Suite, Canva

SKILL : Proficient in MS -Office, MS – EXCEL, Semrush- SEO Tool, google ads, SE Ranking Tool .

AREA OF INTEREST

SEO (In Hand Experience of 2.5 years)

SMM (Course Completion Certification)

Google Ads (Course Completion Certificate From Udemy)

Projects Ranked On First Page In SERP

<https://srislawyer.com/>

<https://hotwatersolutionsnw.org/>

<https://apparelbliss.in/>

MinibusHire

Physiotherapy clinics in Edmonton

These Are the Major Projects We have worked I have Experience In both B2B AND B2C

CERTIFICATION

- Google Ads Certified In Google
- Udemy Courses (Google Ads) Certified

EXPERIENCE

- **NOV 2022 to Aug 2024** Experience in (KevinMax Technologies - CBE) as Junior SEO Analyst.
- **Oct 2024 to july 2025** at a Contract Freelancer In **Excella Private limited - Chennai.**
- **Aug 2025 to till now** at Link Buffer Studio- Canada

Roles and Responsibility

Off page and On page SEO

- Analyzing The Website And Building Keywords.
- On Page, Off Page And Technical Seo Optimization
- Improving Content for AI Optimization
- Adding Faq For AEO Optimization And PAA For GEO
- Checking Page Speed For Improving Sxo
- Competitor Analysis For The Domain Website.
- Building High Quality Links.
- Promoting By Social Media Marketing.
- Increasing The Leads By Google Ads.
- On Page Suggestion Making With a Team And Reporting.
- Word press Development And Suggestion Making With a Team and Updating Schema, on page and Technical Optimization.

- Checking The Indexing Of Backlinks.

EXTRA & CO-CURRICULAR ACTIVITIES

- Photography
- Traveler
- Bike Riding
- Watching Movies

PERSONAL DETAILS

Name	: Balaji. M
Father Name	: Meenakshi Sundaram. R
Sex	: Male
Date of Birth	: 04-10-1997
Nationality	: Indian.
Languages known	: Tamil, English, Telugu
Address	: Saraswathi illam, Kam araj Nag ar, 2nd Stre et, Andi patti, The ni dt- 6255 12.

DATE:

PLACE: THENI

(Balaji.M)