PRANAV P

SEO ANALYST

CONTACT

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SKILLS

SEO & Digital Marketing:

On-page SEO, WordPress SEO, Website optimization, Search intent analysis, Technical SEO fundamentals

Web & CMS: WordPress, Website Optimization, Themes & plugins

Languages & Frameworks: JavaScript, React, Node.js, Express.js, MongoDB

Tools: Cursor, Antigravity, Git, APIs

Automation: VB.NET

Other: Market Research, Technical Analysis, Content Creation

Soft Skills: Communication, Teaching, Problem Solving

CERTIFICATIONS

- **WordPress Essential Training** — LinkedIn Learning (via Public Library Access), 2026

LANGUAGES

- English

PROFILE

SEO Analyst with hands-on experience in on-page SEO, WordPress optimization, technical audits, and search-driven content improvements. Worked with small clients to improve site structure, on-page signals, and organic visibility. Strong understanding of keyword intent, site optimization, and search behavior, combined with a technical background in JavaScript, WordPress, and web performance. Comfortable working across SEO, content, and technical teams.

WORK EXPERIENCE

Freelance Work & Digital Creation   NOV 2025 – PRESENT
- Building MERN-based SaaS products using AI-assisted tools
- Applied on-page SEO and WordPress optimization techniques for real client websites
- Built and customized WordPress websites using themes and plugins
- Delivered paid SEO improvement work for small clients
- Created technical content on YouTube and Instagram to simplify complex concepts
- Strengthened communication and teaching ability through consistent content creation

Automation Assistant (VB.NET) — Family Business (Food Manufacturing)   Apr 2025 – Sep 2025
- Developed VB.NET scripts for printing automation
- Improved operational efficiency through small automation tasks

Full Stack Developer Intern — Luminar Technolab   Aug 2024 – Jan 2025
- Completed MERN stack fundamentals
- Practiced JavaScript, React, Node.js, Express, and MongoDB
- Worked on guided exercises and mini-tasks
- Gained exposure to real-world project structure and workflows

Delivery Associate — Zomato   Apr 2024 – Jun 2024
- Managed timely deliveries and customer communication
- Handled digital payments and navigation
- Ensured service quality and customer satisfaction

Market Research & Analytical Insights — Freelance   May 2023 – Feb 2024
- Shared research-backed insights with a small group of clients
- Helped clients understand market structure, risk factors, and price behavior

Full Stack Developer Intern — Brototype   Nov 2022 – May 2023
- Worked on guided development assignments
- Improved communication and collaboration skills
- Strengthened understanding of web development workflows

EDUCATION

Integrated Master of Computer Applications (MCA)   2017–2022
SCMS School of Technology and Management

12th Mathematics & Computer Science   2016 - 2017
Saraswathi Vidyanikethan Public School