

LUDINA MARY

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Anna Nagar, Chennai - 40.

SEO Executive & Social media Marketer

Currently, I work as an SEO & Digital Marketing Executive at iMarque Solutions, managing organic and local SEO, technical SEO audits, content strategy, and WordPress optimization. I also oversee social media campaigns, digital posters, and paid advertising (Meta Ads & Google Ads) to strengthen audience engagement and brand presence. Alongside, I have handled freelance projects that enhanced my skills in SEO implementation, website evaluation, and conversion optimization. My goal is to leverage data-driven SEO and creative content strategies to help businesses increase visibility, drive targeted traffic, and achieve measurable growth.

PROFESSIONAL EXPERIENCE

AIS Business Corp Pvt Ltd
Senior Digital Marketer

Dec 2025 - Present

- Develop and execute end-to-end SEO strategies to improve website rankings and organic traffic
- Conduct technical SEO audits and resolve issues related to crawlability, indexing, and site performance
- Perform keyword research and competitor analysis to identify high-intent opportunities and content gaps
- Optimize website structure, on-page elements, and internal linking for better search engine visibility
- Implement AEO (Answer Engine Optimization) strategies including FAQ schema and voice search optimization
- Create AI-optimized content strategies (GEO & AIO) to improve visibility across search engines and AI platforms
- Plan and manage Google Ads and Meta Ads campaigns to generate qualified leads and maximize ROI
- Develop ad creatives, marketing posters, and social media content to strengthen brand presence
- Monitor and analyze campaign performance using tools like Google Analytics and Search Console
- Collaborate with content, design, and development teams to align marketing and business goals
- Build and execute backlink strategies to improve domain authority (domestic & international)

iMarque Solutions Pvt Ltd
SEO Executive

July 2024 - Nov 2025

- Develop and implement end-to-end SEO strategies to enhance website visibility and organic traffic.
- Conduct technical SEO audits, fixing issues related to crawlability, indexing, and site performance.
- Optimize website structure, metadata, and internal linking for better search engine rankings.
- Create and manage digital marketing posters, ad creatives, and social media content to strengthen brand presence.
- Plan and execute Meta Ads and Google Ads campaigns to drive targeted traffic and generate qualified leads.
- Perform keyword research and competitor analysis to identify growth opportunities and content gaps.
- Collaborate with content, design, and development teams to align digital marketing and SEO goals.
- Monitor campaign and SEO performance, ensuring continuous improvement in reach and engagement.

Zukun Academy

October 2023 - Jun 2024

Content writer and SEO

- Created high-quality, SEO-friendly content for blogs to drive organic traffic.
- Conducted keyword research and implemented on-page SEO strategies to improve website ranking and visibility.
- Optimized existing website content by updating meta tags, headings, and internal links for better performance.
- Collaborated with design and marketing teams to produce engaging and informative content aligned with brand goals.
- Managed content calendars and ensured timely publishing across website and social media platforms.
- Monitored SEO performance using tools like Google Analytics and Search Console, providing regular insights and reports.
- Contributed to growing the academy's online presence and lead generation through targeted content strategies.

Freelancing Self-Employed | Remote

August 2023 - January 2024

Content writer and SEO

- Specialized in on-page and off-page SEO strategies to improve clients' website visibility and organic reach.
- Performed keyword research, meta optimization, and content structuring to enhance search engine rankings.
- Created SEO-optimized blogs, web pages, and marketing copy tailored to target audiences and brand voice.
- Built high-quality backlinks and managed link outreach to strengthen domain authority.
- Audited websites for SEO performance and recommended improvements for technical and content issues.
- Collaborated with clients to align content goals with SEO strategies and digital growth objectives.

- Created and optimized website and blog content to increase visibility and user engagement.
- Conducted detailed keyword research and implemented on-page and off-page SEO strategies to boost organic traffic.
- Performed technical SEO audits, identifying and fixing issues related to crawlability, indexing, and website structure.
- Improved site performance through speed optimization, mobile responsiveness, and metadata enhancements.
- Collaborated with developers and designers to ensure SEO best practices were applied across all web pages.
- Planned and executed content strategies aligned with the company's branding and lead-generation goals.
- Helped improve search rankings and strengthen the overall digital presence of the organization.

FREELANCING PROJECTS DONE

SEO Content writing Indiquer event	June 2023
Product content writing Horticoir	June 2023
Service content and SEO on-page Madrasystechnologies Vertezone	July 2023 - Sep
Script for video content Python full stack for Zukun academy	October 2023

TOOLS KNOWN

Ahref Semrush	Google console search	WhatsApp Marketing
SEOquake	Google Analytics	Quillbot
MeasureSEO	Ubersuggest	Wordtune
Backlinks SEO	Pagespeedinsights	Chatgpt
SEO meta 1 click	Wordpress	Canva
Screaming frog	YeastSEO	Leonardo ai
Bing webmaster tools	mailchimp	Piktochart
Google ads	VS code	Duplichecker
Meta ads	HTML	
claude	CSS	
chatgpt	JS	
gemini		

EDUCATION

Bachelor of Arts

KCS Kasi Nadar Arts & Science
2016-2018

Master of Arts

Presidency College
2018-2019

Web Development

Fita Academy
Sep 2021- Nov 2021

Digital Marketing

Zukun Academy
March 2020

DECLARATION

I hereby confirm that the details furnished above are authentic and accurate to the best of my belief.