MONISHA KRISHNAPPA

Digital Marketing Executive | SEO | Paid Social | Email | Social Media | Analytics

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Full right to work in the UK (Graduate visa, valid until May 2028)

Available to start within 1 week

Profile

Results-driven digital marketer with around 2.5 years' experience across the UK, India and Australia, planning and delivering multi-channel campaigns spanning SEO, paid social (Meta Ads and LinkedIn Ads), email marketing (Klaviyo), social media, influencer marketing and content, across B2B and B2C sectors. Experienced with enterprise brands including KurlOn, Bosch, Kohler and Livspace, with measurable results such as raising Domain Authority from 15 to 38 in 4 months, moving 25+ keywords from page 3 to page 1 and generating qualified B2B leads through LinkedIn Ads. Data-led, using GA4, GTM, Google Search Console and Looker Studio to track performance and deliver monthly reports with actionable recommendations. MSc Digital Marketing (Middlesex University).

Key Skills

- Digital Marketing: Multi-channel Campaign Planning | Campaign Strategy | Audience Segmentation and Targeting | Market and Competitor Research | Influencer Marketing | Strategic Partnerships
- Paid Media: Meta Ads (Facebook and Instagram) | LinkedIn Ads | Google Map Ads | Google Ads (working knowledge) | Campaign Performance Analysis
- Email and Social: Email Marketing (Klaviyo) | Social Media Strategy | Content Planning | Community Management | Meta Business Suite | Sprout Social | Buffer
- SEO and Content: Technical SEO | On-page and Off-page SEO | Keyword Research | Local SEO | Link Building | SEO Audits | Copywriting | Blog and Content Strategy | Canva | CapCut
- Analytics and Tools: Google Analytics (GA4) | Google Tag Manager (GTM) | Google Search Console | Looker Studio | Ahrefs | SEMrush | Screaming Frog | Microsoft Clarity | Google Sheets
- Websites and CMS: WordPress | Shopify | Squarespace | HTML | Landing Page Design | Website Optimisation
- Project Management: Client Reporting | Cross-functional Team Coordination | ClickUp | Trello

Work Experience

Network Team Ambassador | Rapport (front-of-house and guest services for corporate offices) | London | Feb 2026 – Present

- Provide client-facing front-of-house and guest services, handling enquiries in person, by telephone and by email.
- Work across multiple corporate client sites in London, coordinating with conference, reservations and security teams and adapting quickly to each site's procedures.

SEO Content Specialist (Internship) | No More Nobody | London, England | Sep 2025 – Present

- Achieved 257K impressions and 2.47K clicks through SEO-driven content strategies, with an average Google ranking of position 8.
- Research and write SEO-optimised blog articles every month, targeting high-intent keywords identified through keyword research and competitive analysis (500+ monthly search volume).
- Built a strong backlink profile of 223 referring domains, contributing to sustained organic growth.

Marketing Assistant | What a Host Home UK | London, England | Jun 2025 – Nov 2025

Led digital marketing initiatives combining SEO, influencer marketing, email campaigns and strategic partnerships to support business growth.

- Managed influencer campaigns, social media content, email marketing (Klaviyo) and digital campaign performance analysis to support customer acquisition and engagement.
- Collaborated with external agencies on Google Ads and paid social campaigns, reviewing performance, budgets, creatives and optimisation opportunities.
- Led a Shopify website revamp and SEO strategy, increasing Domain Authority by 150% (15 to 38) within 4 months and moving 25+ target keywords from page 3 to page 1.
- Monitored performance using Google Analytics, Google Search Console, Ahrefs and Microsoft Clarity, delivering monthly reports and optimisation recommendations.
- Conducted technical SEO audits, resolving 100+ issues covering site speed, mobile responsiveness and crawlability.
- Supported content scalability through AI-powered workflow automation, improving content production efficiency.

SEO Analyst | ODIGMa (digital agency) | Bengaluru, India | Apr 2024 – Sep 2024

Delivered SEO and content strategies for medium and large enterprise clients across ecommerce, manufacturing and real estate.

- Managed 6 client accounts day to day and conducted SEO audits for 30+ clients (including Livspace, Kohler, Bosch, JBL and Rediff).
- KurlOn (mattress ecommerce): increased organic traffic through a website revamp, content optimisation and technical SEO, moving 40+ product pages to first-page rankings.
- Rediff (Indian e-news platform): led content marketing, planning and optimising content to improve visibility, engagement and audience reach across digital channels.
- Eicher Tractors, Alembic Real Estate and Sterling Developers: boosted organic lead generation and search visibility through backlink building, page optimisation and blog content, generating qualified leads monthly.
- Prepared monthly performance reports on keyword rankings, traffic trends and campaign insights, monitoring performance with Google Analytics, Google Search Console and GTM to improve rankings and conversions.
- Developed strategies from data analysis, competitor research and business goals, collaborating with content, design and development teams.

Marketing Officer | AEOZO | Perth, Australia | May 2023 – Mar 2024

Managed integrated digital marketing campaigns for Australian clients across fitness, hospitality, education and manufacturing.

- Planned and executed multi-channel strategies across social media, paid ads, email and local SEO.
- Fit by the Figure: increased reach, engagement and subscription sales through social media management and Meta Ads.
- Eco Pallets: generated qualified B2B leads through LinkedIn Ads campaigns.
- Managed campaign execution, optimisation and performance tracking using Sprout Social and Meta Business Suite.
- Conducted market research, competitor analysis and audience segmentation to inform campaign strategy.
- Delivered monthly client reports with actionable insights and ROI-focused recommendations.
- University of Western Australia: created digital assets to boost student engagement.
- Johny’s Burgers & Kebab: improved local SEO and Google Business Profile, increasing foot traffic and orders.

Education

MSc Digital Marketing | Middlesex University | Jan 2025 – Jan 2026

BTech Civil Engineering | Reva University | Jun 2018 – Sep 2021

References available on request.