

Saranya Lakshmipathy

saranyalakshmipathy01@gmail.com ❖ Stockholm, Sweden

<https://www.linkedin.com/in/saranya-lakshmipathy/>

SUMMARY

Detail-oriented digital content professional with 7+ years of experience in website content, CMS updates, and SEO optimisation. Experienced in publishing and improving digital content, making website updates, and collaborating with teams to support business goals. Hands-on experience with WordPress, GA4, Google Search Console, and Google Tag Manager, with strong attention to detail and an organised approach to website and content-related work.

CORE SKILLS & TOOLS

Website content updates, CMS management, content publishing, digital content optimisation, website structure, on-page SEO, internal linking, cross-functional collaboration, attention to detail, content planning

Tools: WordPress CMS, Google Analytics (GA4), Google Search Console, Google Tag Manager, Canva, Ahrefs / SEMrush, Screaming Frog

WORK EXPERIENCE

Pandion AI AB

2025 – Present

SEO Specialist / Growth Marketing

Stockholm, Sweden

- Planned, created, and published website content based on business priorities and content needs.
- Managed website updates including metadata, headings, internal links, and content adjustments in CMS.
- Published LinkedIn and website content to support a consistent digital presence.
- Created supporting visual assets in Canva for blogs and other digital content.
- Monitored website content performance and identified opportunities to improve clarity, structure, and user experience.
- Handled content updates with accuracy and attention to detail in a fast-paced environment.

Prospekts Sverige AB

2024 – 2025

SEO/SEM Specialist

Stockholm, Sweden

- Built and maintained the company's WordPress website, ensuring content was structured, accurate, and aligned with business needs.
- Coordinated website content updates and prepared landing pages for lead generation initiatives.
- Developed and launched a free SEO analysis page, supporting content flow from submission to website presentation.
- Identified gaps in data measurement and implemented improved tracking setup using GTM and GA4.
- Reviewed landing pages and website structure regularly to improve clarity, usability, and content presentation.

Arkus AI AB

2023 – 2024

SEO Specialist

Stockholm, Sweden

- Supported a full website optimisation project covering site structure, content organisation, and technical improvements.
- Reviewed landing pages and user behaviour insights to improve page layout, clarity, and conversion flow.
- Worked with website content and structure to improve presentation and usability across the site.
- Helped identify issues affecting website performance and contributed to practical improvements.

Sulekha New Media Pvt Ltd*Senior SEO Specialist***2012 – 2014***Chennai, India*

- Supported website redesign and content updates with a focus on structure, usability, and online presentation.
- Coordinated content and optimisation activities across multiple website pages and campaigns.
- Monitored implementation quality and helped maintain strong visibility and consistency across digital properties.

Crewind Communications*Webmaster***2008 – 2012***Chennai, India*

- Managed website updates and ongoing maintenance for 50+ websites.
- Monitored website performance and supported regular reporting and issue follow-up.
- Handled content and structural updates to keep websites accurate and up to date.

EDUCATION

University of Madras*Degree (Bachelor of Science), Major (Mathematics)**Chennai, India*

CERTIFICATIONS

- Google Analytics 4
- Conversion Rate Optimisation
- Additional training in AI-assisted SEO and content optimisation

PROJECTS

Personal Blog - <https://www.mymindfulramblings.com>

- Maintain a personal blog where I regularly write reflections and short essays, reflecting my interest in writing and storytelling.