

Skillmate Global Private Ltd
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20 February , 2026

SUBJECT: EXPERIENCE LETTER – MR. CHARAN (MARKETING SPECIALIST)

This is to certify that Mr. Charan Pathapalyam was employed with Skillmate Global Pvt. Ltd. as an Marketing specialist from 1st August 2025 to 20th February 2026.

During his tenure with us, he was responsible for planning, implementing, and managing overall SEO strategies to enhance online visibility and organic growth for our clients. His key responsibilities included:

- Conducting keyword research and competitive analysis
- Managing on-page and off-page SEO activities
- Executing technical SEO audits and optimization strategies
- Handling Google My Business optimization and backlink strategies
- Monitoring website performance using analytics tools
- Coordinating with content, design, and development teams for SEO improvements
- Preparing monthly SEO performance reports and insights

Throughout his employment, Mr. Charan demonstrated strong analytical skills, dedication, and a results-driven approach. He showed professionalism in handling client accounts and contributed effectively to improving search engine rankings and digital growth initiatives.

We found him to be sincere, hardworking, and a responsible team member. We wish him all the best in his future endeavors.

Sudeeti Chaturvedi
Chief Human Resources Officer
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