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## SUMMARY

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- Dynamic digital marketing Professional with more than 7 years of experience in all digital marketing strategies Creative and innovative team leader with strong interpersonal skills.
- Handling websites of different kinds simultaneously and ranked high for most of targeted keywords in top major search engines (Google, Yahoo and MSN)
- Analyzing requirement and providing web promotion solutions, which involves Search Engines Marketing plans Operational strategies like Keyword research, Competition analysis, Site analysis, Search Engine Optimization (SEO) Plan, etc.

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## Skill Set

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|------------------------------------|--------------------------------------|
| • Search Engine Optimization (SEO) | • Google Analytics                   |
| • Search Engine Marketing (SEM)    | • Google Webmaster Tools             |
| • Social Media Marketing (SMM)     | • MOZ, Ahrefs, SemRush, Tools        |
| • Content Marketing                | • Word Tracker, Text Broker, Fat Joe |
| • Website Designing with WordPress |                                      |

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## CAREER HISTORY

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### **Columbus Global India**

October 2021-Present , Hyderabad, Telangana

**Designation:** SEM Specialist

- Planning for different types business unit campaigns
- Creating and monitor campaigns for multiple services
- Create Search campaigns and monitor for product ads
- Create custom audience list and target thorough display ads
- Pull the campaign reports from different different analytic dashboards
- Keyword research and optimize for campaigns

### **Telebu Communications**

December 2020- October 2021 , Hyderabad, Telangana

**Designation:** Senior Associate - Digital Marketing

- Planning for the campaign budget and execution
- Initiate for new landing pages for event campaigns
- Create Search campaigns and monitor for product ads
- Create custom audience list and target thorough display ads
- Pull the campaign reports from different different analytic dashboards
- Keyword research and optimize for campaigns
- Create content Strategy for blogs and landing pages

**Sirixo Software Solutions**– Hyderabad, Telangana

June 2020 to Present December 2020

**Designation:** Freelance Marketing Consultant

**Exinent Info Solutions**– Hyderabad, Telangana

June 2019 to Present April 2020

**Designation:** Digital Marketing Specialist

**Roles and Responsibilities:**

- PPC Campaign Management
- Conversion Analysis
- ROI Strategies
- CRM management (ZOHO)
- Outreach campaign management (e-mail marketing, Data Validation and create templates)
- Research and development for Industry relevant clients
- Ad roll Campaign management
- Competitor Analysis
- Keyword Research
- Blog Implement Suggestions
- Content Strategy design and implementation
- Analysis of Google Ad-words account
- UI/UX plans and Execution
- Google Analytics, webmaster tools setup, and reports
- Working on analytic tools (hotjar and lead feeder)

**ExterNetworks Inc** – Hyderabad, Telangana

October 2017 to May 2019

**Designation:** SEO Analyst

**Roles and Responsibilities**

- Planning and executing all web, SEO/SEM, marketing database, email and social media
- Managing Team of SEO/SMO Experts. Perform routine engagement with Digital marketing staff on all digital content & Strategies
- Detailed evaluation of websites
- Making strategies of Off Page Optimization
- Design, build and maintain social media presence
- Measure and report performance of all digital marketing campaigns, and assess goals (ROI)
- Brainstorm new and creative growth strategies
- Plan, execute and measure experiments and conversion tests
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
- Perform routine engagement with development teams to create landing pages and make site optimizations.
- Review of Traffic Reports using Google Analytics, Ahrefs, SemRush, Moz, etc.
- Using Google search Console (webmaster tools) for important SEO aspects of a site, such as keywords, links, crawl errors, links, search queries, sitemaps, robots.txt etc.

**Valuelabs LLC**– Hyderabad, Telangana

December 2014 to August 2017

**Designation:** Senior Online Marketing Executive

**Roles and Responsibilities:**

- Prepared a detailed SEO audit
- Coordinated with design and development team to implement missing review schema elements.
- Helped their customers to get presence in Google knowledge graph
- Implemented review schema codes and structured snippets for review elements
- Perform daily account management and of pay per click accounts on Google AdWords
- Assist in the maintenance and monitoring of keyword bids
- Manage and maintain updates for large keyword lists
- Provide Creative Ad copies
- Generate weekly and monthly client reporting for all major metrics, like conversions and pre conversions tracking and Revenue tracking
- On-page optimization
- Social Media Advertisement in Facebook
- Keyword Research
- Landing Page Suggestions and strategies for SEO and SEM
- Google Analytics ,webmaster tools reports
- Using Google search Console (webmaster tools) for important SEO aspects of a site, such as keywords, links, crawl errors, links, search queries, sitemaps, robots.txt, etc.

**Projects:**

**Church Supplies (E-commerce)**- The client was experiencing low traffic to its website and was unable to generate high online sales. Their website was not mobile friendly and they were looking for a strategic partner to help them change the website platform

**SkySOUQ**- A Travel client from Oman. The client has less presence in search engines. Currently we help them to resolve the issue

**Automobile Client** - A leading online reputation management service provider in Ireland was looking for an agency to increase online presence in Google by implementing review schema codes in their website.

And worked on multiple clients from all USA, UAE , India and Europe Region

**Selectsys India PVT Ltd** – Hyderabad, Telangana

April 2013 to December 2014

**SEO Executive**

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Certifications

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- Search ads, Display ads and Analytics by Google
- Online sales and social media certification from HP
- Online Marketing Certification from SEM Rush
- Hubspot Inbound Marketing Certification
- Participated and presenting webinar on SEO Terminology in Global Digital marketing summit by Texila University

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**ACADEMIC QUALIFICATIONS**

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**Bachelors of Technology: ECE** Sindura Engg College and Technology

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## CHARACTERISTICS

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- Strong leadership and team building skills
- A willingness to try new things, platforms, tools and techniques, experiment and iterate quickly
- Ability to work in a fast-paced, autonomously-driven, and demanding startup environment
- Have a bias towards action and are impact-driven, ability to roll up my sleeves and “get it done.”
- Strong ability to focus, while working on a number of projects.

Declaration:

I hereby declare that all the statements made herein are true to the best of my knowledge and belief.

Place: Hyderabad