

MANOHAR REDDY POKALA

SEO Senior Specialist



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Work Accomplishments

- Supervised and directly implemented SEO practices for about 30+ websites so far.
- Worked on pitches to onboard projects.
- Implemented Rich Snippets for E-commerce products.
- Reduced spam score of website from 70% to 20%
- Improved organic traffic by 95% for news website in 3 months' time.
- Implemented topical SEO strategy.
- Implements List schema on website and outranked India Mart on Featured snippet.
- Implemented Broken Link Building strategy..
- Implemented Interakt tool for WhatsApp Communication/Updates



Skills

- | | | |
|-------|-------------------|--------------|
| • SEO | • SEM | • SMM |
| • SMO | • Email Marketing | • Web Design |



Areas of Expertise

- | | | |
|------------------------|-----------------------------------|---------------------|
| • Keyword Research | • Competitor Analysis | • Backlink Analysis |
| • Content Optimization | • Website Architecture & Planning | • ASO |
| • E commerce SEO | • Traffic Projections | |



Tools

- | | | |
|--------------------|-------------------------|-----------------------------|
| • SEMRush | • Screaming Frog | • Ahrefs |
| • Google Analytics | • Google Search Console | • Interakt |
| • Google Ads | • Facebook Ads Manager | • Whatsapp Business Manager |
| • WordPress | • Google Ads | • Mail Chimp |



Certification

- | | | |
|--------------------|-------------------------------|-------------------------------------|
| • Google AdWords | • Hubspot - Inbound Marketing | • SEMrush – SEO Certification |
| • Keyword Research | • Google Digital Unlocked | • SEMrush – Backlinks Certification |



Projects

- Domino's Pizza
- Aap KA Painter
- ETOE
- Zotezo
- Murf
- School Fab Lab
- Call Netra
- DBSouQ
- CtrlS



Work Experience

SEO Senior Specialist [Current Organization]

Hiveminds Innovative marketing Solutions, Bangalore, Karnataka.

Digital marketing Specialist [December 2020 to March 2022]

ETOE [Vertical of Principle Circle Innovations LLP], Bangalore, Karnataka.

Digital marketing Analyst [August 2018 to June 2020]

Syncor Solutions, Hyderabad, Telangana.

Digital marketing Executive [November 2017 to July 2018]

Digital Miles Group, Hyderabad, Telangana.

Digital marketing Intern [July 2017 to November 2017]

Social Prachar, Hyderabad, Telangana.



Education

Bachelor of Technology

Intell Engineering College

Specialization in Mechanical Engineering



Languages

- Telugu
- English
- Hindi

Declaration

I, Manohar Reddy Pokala, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.

Manohar Reddy Pokala