

# Maddula Sambasiva Rao

## Digital Marketing Specialist

Email Id: [sivamaddula17389@gmail.com](mailto:sivamaddula17389@gmail.com)

Mobile No: +91 8247454437

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### Career Summary

Digital marketing specialist with 5+ years of experience in Search engine marketing (Paid search and display marketing), Social media paid marketing, Search engine optimization, Keyword & Competitor analysis, Conversion rate optimization and developing online marketing strategies. Extensive experience in executing projects involving CRM tools, Website performance analysis, Market Research including online consumer behavior, understanding Search Engine behaviors.

### Career Profile

- Working as a Digital Marketing Specialist from December 2021 with Shaft Media Technologies OPC Pvt Ltd.
- Worked as a Digital Marketing Specialist since August 2019 to December 2021 at Innomatics Research Labs (A unit of Zeominds IT solutions Pvt Ltd).
- Worked as a Digital Marketing Associate from June 2016 to July 2019 at Starobe.

### Digital Marketing Skill set & Competencies

#### Paid (Search and Display) Marketing

- Hands-on experience in planning and creating a variety of search and display campaigns across the digital channels like **Google Ads, Bing Ads and Yahoo ads**.
- Day to day implementation of paid search tactics that include Keyword analysis & optimization, Campaign optimization, planning and executing campaigns based on client objectives (KPIs).
- Overseeing existing campaigns and making recommendations on how to optimize them.
- Analyzing Search network keyword trends and making data-driven decisions to improve CTR and CTA.
- Monitoring and reporting of paid search, display, video and campaigns.

#### Social Media Marketing

- Hands-on experience in Social Media platforms like Facebook and Instagram, LinkedIn, Snapchat, Pinterest, Twitter, and Quora ads.

- Successfully executed Budget shifts, Optimizations, and Daily QA for 50+ Campaigns across the various social platforms.
- Responsible for Campaign activation, optimization, identifying and reporting ROAS, and ROI on all social media platforms.
- Executed the Campaign performance with KFI's much above the client's expectation with the introduction of new strategies.
- Analyze campaign results and provide strategic optimization recommendations by offering Insights and Recommendations to improve and boost campaign performance.
- Worked on daily, weekly, monthly, quarterly reports like budget pacing and performance reporting.
- Stay updated with current trends and collaborated with colleagues to learn, build and implement new strategies.

### **Social Media Optimization**

- Proficient in Social media optimization like business page to place the page in the social media search results.
- Evaluate, monitor and gathers metrics for social media activities, including identifying top needs for social media audiences, identifying and leveraging key influencers, using tools to monitor social media conversations for engagement opportunities, and recommended best ways to enhance the social media experience based on metrics.
- Analyze the performance of the social media posts through page insights and analytical tools. Track trends and identify emerging stories on social media.
- Curate content and create posts that will get high engagement rate and CTR on social media.

### **Search Engine Optimization**

- Proficient in implementing SEO strategies like On-page optimization, Off-page optimization, Keyword research and Competitor analysis for a website to improve organic traffic and improve page ranking in SERP.
- Knowledge of analyzing client's website performance through Google Search Console, Google Analytics and Keyword research through various tools to enhance the visibility of websites on the Internet.
- Adept in digital marketing tools like Google tools (Search console, Tag manager, My business, Pagespeed insights,) Ahref, SEMrush, MOZ and more.

### **Email Marketing**

- Proficient in designing email templates and implementing email marketing campaigns.
- Proficient in creating and implementing Drip campaigning based on user activity through automation tools.

- Monitor and analyze the reporting of email campaigns and making data-driven decisions to improve CTR and ROI.
- Expertise in improving email delivery ratio and troubleshooting to deliver mails to the customers lists.

## Technical Skills

- **Search & Display Ads Manager:** Google Ads, Bing Ads, Yahoo Ads.
- **Social Ads Manager:** Meta, LinkedIn, Snapchat, Pinterest, Twitter and Reddit.
- **SEO:** On-page and Off-page optimization, Website performance auditing.
- **Productivity Tools:** Google Search Console, Google Analytics, Tag manager, Ahrefs, SEMRush and MOZ.
- **Other Marketing tools:** Email marketing, Influence marketing and Content marketing.

## Academia

Bachelor of Engineering in Computer Science and Engineering (Satyabhama University)

## Personality Traits

- Strong leadership and motivational skills.
- Can handle a team or work as an individual.
- Goal-oriented, enthusiastic, passionate, diligent, and organized.
- Ability to work smart and extend hours if needed.
- Highly adaptable to a new environment.
- Technologically competent in ever-changing technology

## Personal Details

Name	: Maddula Sambasiva Rao
Date of Birth	:17/03/1989
Marital status	: Single
Nationality	: Indian
Languages	: English, Telugu
Current Address	: Hyderabad