

Boppana Charan Chowdary

Digital Marketing Executive

Ambitious to acquire different types of skills and effectively use them towards public and private sector development. Learning new things every day and making myself perfect in my field is my prime objective



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SKILLS

Google Adwords

Facebook Ads

PPC

Social Media

LinkedIn Traffic

E-mail Marketing

Content Writing

SEO (On-Page and Off-Page)

HTML and CSS

Problem Solving

Team management

Leadership skills

LANGUAGES

Telugu

Native or Bilingual Proficiency

English

Full Professional Proficiency

Hindi

Professional Working Proficiency

INTERESTS

Sports

Music

Cooking

EDUCATION

B.Tech (Mechatronics)

Lovely Professional University / Phagwara, Punjab

07/2019 - 05/2023

CGPA - 7.54

XII th

NRI Junior College / Eluru, Andhra Pradesh

07/2017 - 05/2020

CGPA - 9.63

X th

Sri Surya Public School / Eluru, Andhra Pradesh

04/2016 - 05/2017

CGPA - 9.7

WORK EXPERIENCE

Digital Marketing Executive

Intellipaat Software Solutions Pvt. Ltd.

08/2022 - Present

Achievements/Tasks

- Increased organic traffic to the company's website by 20% in 6 months by implementing on-page SEO best practices, such as optimizing title tags, meta descriptions, and header tags
- Generated 1,000 leads in 6 months. This shows that your email marketing campaigns are effective at generating new business opportunities
- Managed budgets and bids to ensure that campaigns were profitable
- Proficient in using a variety of SEO tools, such as Google Search Console, Google Analytics, and SEMrush
- Improved search rankings for the company's top keywords by building high-quality backlinks from other websites.
- Create and optimize email marketing campaigns
- Manage social media accounts and contentTrack and report on marketing metrics
- Conducted a comprehensive SEO audit of the company's website and identified areas for improvement, such as improving the website's speed and mobile-friendliness
- Experience with social media marketing
- Excellent written and verbal communication skills

ORGANIZATIONS

FLAMINGO (05/2021 - 07/2022)

Chief Executive Officer - Leading a team of more than 30 members and organizing many technical events and workshops.

CERTIFICATES

Google Ads Measurement Certification (09/2023 - 09/2023)

ACHIEVEMENTS

Organization Campaigning for the Events (06/2022)

This Google ads campaign helped as to bring good leads to generate while we are in the university