

SRI LAKSHMI SAI TEJA VANAPALLI

Career Objective

To achieve excellence in Digital Marketing through continuous learning and innovative work. To be in a healthy and futuristic working environment where I have opportunities to learn and enhance my knowledge.

Academic Background

Name of the Institute	Discipline	Board/ University	Percentage/ CGPA	Period
Bengaluru School of Management Studies	Marketing & Finance	GITAM University	8.2	2013-2015
K.L.University, Vijayawada	B.Tech(Civil Engineering)	K.L.University, Vijayawada	8.13	2009-2013
Narayana IIT Academy, Vijayawada	M.P.C.	Board of Intermediate, A.P.	89.2%	2007-2009
Gowtham Public School, Vijayawada	S.S.C	Board of Secondary Education, A.P.	88.7%	2007

Employment History

Quest for Tech	SEO Executive	Sep 2022- July 2023
Metric Fox	SEO Executive	Feb 2017- Sep 2017
Magic Bricks	Accounts Manager	May 2015- Nov 2015

Previous Employment & Industrial Exposure

- ☐ During 11 months of experience at Quest for Tech attained knowledge on
 - Off-page optimization, Search Engine Optimization, Content Optimization,
 - Keyword research
- ☐ During **SIX** months of experience at **Metricfox** attained knowledge on
 - Off-page Optimization, Link Building, Submission Platforms, Article Submissions
 - On-Page Optimization, competitors Research, Webmaster, Google Analytics
- ☐ During **Four months** of experience at **Times Business Solution** attained knowledge on
 - Digital Marketing, Lead Generation, Branding, Online Sales, Relationship Management, Competitive Analysis
 - Conducted Market research by using various methods and techniques about the Perception

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of customers towards investment in real estate

☐ ONE month Internship at GULF BUYZAR, Bangalore, and attained knowledge on

- WordPress, SEO On-Page Optimization & OFF-Page Optimization, Google AdWords, Competitor Analysis, Campaign Management, Bid Strategy, Keyword Research.

SKILL S

1. Excel & Advanced Excel , Tableau, Power-Bi

- Building interactive dashboards with different KPI's from the data.

2. On-Page Optimization

- ☐ Keyword Analysis
- ☐ Business Analysis
- ☐ Competitive Site Analysis
- ☐ Content Optimization
- ☐ Anchor Linking and Anchor Text Optimization
- ☐ Keyword Density Checking

3. Off-Page Optimization

- ☐ Search Engine Submission
- ☐ Directory Submission
- ☐ Link Buildings [one way, reciprocals]
- ☐ Social Book Marking
- ☐ Create Blogs and Submission
- ☐ Blog Commenting
- ☐ Article Submission
- ☐ Press Releases Submission

- Creating interactive dashboards with KPI's driven from Data

Projects and Thesis

Title: "STUDY ON VARIOUS FACTORS THAT INFLUENCE INVESTOR'S PERCEPTION TOWARDS REAL ESTATE INVESTMENTS"

Master's thesis

Description: Experimental study of various investment options the investor considers while making an investment and the various factors that influence investor for making an investment in real estate, And the study is done by considering primary data as the main source of data, and SPSS software is used for the analysis of data

Title: "STUDY ON WORKING CAPITAL MANAGEMENT IN MSME SECTOR AT LEGEND TECHNOLOGIES"

Master's Sub-project

Description: Study on challenges faced by the MSME sector in managing their working capital

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Achievements

- ☐ Achieved 2nd prize in a Paper presentation on “INCLUSIVE GROWTH” at YUKTHI - 2014, Thagayraja School of Management.
- ☒ Achieved 2nd prize in B-PLAN and 1st prize in **AD-MAKING** at Sri Vishnu College of Engineering, Bheemavaram, Andhra Pradesh.

Computer Knowledge

- ☒ Proficient in working on MS Office (Powerpoint, Excel, Outlook, and Word)
- ☒ Trained in Excel and Advanced Excel

Personality Traits

- ☐ -Strong leadership and motivational skills
- ☐ -Sincerity, Hard Work, and Ability to handle pressure
- ☐ -Excellent written and interpersonal communication skills
- ☐ -Quick learning, Grasping Capability, and Ability to handle the team

Personal Profile

Name: Sri Lakshmi Sai Teja Vanapalli
Father's Name: Srinivasa Rao
Date of Birth: 21-06-1992
Gender: Female
Marital Status: Married
Nationality: Indian Languages
Known: English, Telugu
Permanent Address: Flatno:303, P-SquareRealis, Near El-Bethel Chruch, Varthur, Bangalore

Declaration

I hereby declare that all information provided above is true to the best of my knowledge.

Date: 20-03-2024

Place: Bangalore

Sri Lakshmi saiteja.Panchumarthi

saiteja.panchumarthi@gmail.com

+91 9538685553