

# Gannena Jhansi

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Enthusiastic digital marketing aspirant with expertise in SEO, SMM, Google Ads, web design, and problem-solving, complemented by strong interpersonal relationship skills and a flexible, adaptable personality. Seeking a position to contribute and grow in the field of digital marketing.

## EXPERIENCE

### Marketing Head/SEO Specialist

Jul 2023 - Present

*DxMinds, bangalore*

- **Keyword Research:**

Demonstrated proficiency in identifying high-value keywords relevant to target audience and business objectives.

- **On-Page Optimization:**

Experience in optimizing website content, meta tags, and URL structures to improve search engine visibility and user experience.

- **Off-Page Optimization:**

Skilled in building high-quality backlinks through outreach, guest blogging, and other white-hat link-building techniques.

- **Content Marketing:**

Developed and executed content strategies to attract, engage, and convert target audiences through blogs, articles, infographics, and videos.

- **Local SEO:**

Proficient in optimizing local business listings on platforms like Google My Business, and Bing Places, and helping to improve local search visibility.

- **Technical SEO:**

Knowledgeable about technical aspects of SEO, including website speed optimization, mobile responsiveness, schema markup, and XML sitemaps.

- **SEO Analytics:**

Experienced in using tools like Google Analytics, Google Search Console, and third-party SEO software to analyze website performance and track key metrics.

- **Paid Search (PPC):**

Familiarity with setting up and managing pay-per-click campaigns on platforms like Google Ads to drive targeted traffic and conversions.

- **Social Media Marketing:**

Executed social media strategies across platforms like Facebook, Twitter, LinkedIn, and Instagram to increase brand awareness and engagement.

### Digital marketing intern

Mar 2023 - Jul 2023

*Nation Institute of Digital Marketing (NIDM), BENGALURU*

Aspiring Digital Marketing

- Created SEO, SMM, Google Ads, Facebook page campaigns
- websites with complex media and big structures.
- Took average CTR for 20 transactional keywords from 20% to 35%.
- worked on the project (Nokego)

## EDUCATION

### BCOM

Sep 2019 - Sep 2022

*Duddupudi Degree College for Women*

### PUC - Commerce

Jun 2018 - Aug 2019

*Duddupudi PU College For Girls, Sindhanur*

## SKILLS

**Expert in:** Search Engine Optimization, Social Media Marketing, Communication Skills

**Intermediate in:** GoogleAds, Web Designing, PowerPoint Presentation, Digital Marketing

## LICENSES & CERTIFICATIONS

### Dynamic Digital Marketing Program

2023

*NIDM (national institute of digital marketing) - Certificate*

### One Day Student Exchange Programme

2022

*Ballari Institute of technology and management - Certificate*

### Inter College Throw Ball Tournament 2019-20

2020

*srinathi veramma gangasiri graduate women's college - Certificate*

## VOLUNTEER

### 16th Inter-Collegiate women's Youth Festival

Oct 2019 - Oct 2019

*KARNATAKA AKKAMAHDEVI WOMENS UNIVERSITY, VIJAYPURA*

### NSS Volunteer

Aug 2019 - Sep 2022

*Duddupudi degree college for women's*

- Worked as an NSS volunteer member at Akkamahadevi University.
- Worked as a volunteer in the operation department for the Duddupudi Degree College
- Elected as a sports secretary At Duddupudi Degree College For Women.