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PROFILE

- ❖ Having 4 years of experience in **Search Engine Optimization (SEO) & SMM**
- ❖ Search Engine Optimization (SEO): Keyword Research and Analysis, On Page Optimization, Off Page Optimization.
- ❖ Social Media Marketing (SMM): Creating and managing social media brand pages, posting content to social media sites. Advertising on Facebook, LinkedIn, Twitter.
- ❖ Google Analytics: Setup Google Analytics, linking other Google products like google ads, schedule Email Reports, Goals and Funnels, Reporting and Analysis.
- ❖ Google search console: To add a site to Google search console, add an xml Sitemap, add schema.
- ❖ Email Marketing: Create lists, templates and run campaigns.
- ❖ Coordinating with the Designer/Developer to make technical adjustments to web pages to ensure they are constructed in a way that does not prevent search engines from indexing them.
- ❖ Collaborate with the account managers, sales and ad agencies to plan, launch and run ad campaigns. Communicate with sales on campaign changes and efficient workflow management.

WORK EXPERIENCE

- **Aknev Solutions**, as a **SEO** from Aug-2020 to 31-Jul-2024

Roles & Responsibilities:

- ❖ Expertise in Google AdWords Account Creation, Configuration and Campaign Management.
- ❖ Creating, updating and designing Facebook business Page and Managing campaigns.
- ❖ Reports generation and analysis for Social Media sites like Facebook, LinkedIn & Twitter.
- ❖ Perform keyword research that aligns with our client's business objectives to optimize existing content and uncover new opportunities.
- ❖ Identify the least expensive but most powerful and profitable keywords for client sites
- ❖ Place keywords appropriately in ad copy to gain most search engine traffic.
- ❖ Evaluate product offering, traffic, landing page quality, content, design, demographics of prospective customers when determining keywords and campaigns
- ❖ Interacting with clients through mail and maintaining satisfaction level for repeated business.
- ❖ Coordinating with the Designer/developer to make technical adjustments to web pages to ensure they are constructed in a way that does not prevent search engines from indexing them.
- ❖ Regularly research, optimize and expand keyword list
- ❖ Managing presence in social networking sites including Facebook, Twitter and other similar community sites, posting on relevant blogs
- ❖ Creating Facebook Pages and Promoting
- ❖ Participating in blog communities, guest posting and forums posting

EDUCATION QUALIFICATION

- ❖ B. Tech Computer Science (CSE) from KEC, JNTU, Hyderabad.

IT-SKILLS

❖ Ms Word, Ms Excel, Power Point, SEO, SMM, Google Business Profile & Jira

❖ TOOLS

❖ Uber Suggest, Google keyword planner, Ahrefs, Semrush, SEMScoop, Canva, Mail Chimp
Dupli checker(siteliner), Copyscape, Site map generator, GTmetrix.

CMS Tools

1. WordPress
2. Joomla

Add-ons & Plugins

❖ SEO Quake, Tag Assistant, Yoast SEO, No Follow, SEO Meta in 1 click, WP rocket, MOZ
bar, Header & footer, WP rocker

DECLARATION:

I declare that all the information furnished above is true and correct to best of my knowledge.