

LOKANADHAM MERUVA

E-Mail

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Mobile

+91-8123805512

TOOLS:

- SEMRush
- MOZ Bar
- Google Keyword Planner
- Google Webmaster
- Canva
- Yoast Seo
- Screaming Frog SEO Spider
- Wappalyzer

Languages Known

Telugu
English
Hindi

ABOUT ME

With over 3+ years of hands-on experience in digital marketing, I have honed my skills in creating and executing innovative marketing strategies that drive brand awareness, engagement, and conversions. I enjoy staying updated on the latest industry trends and experimenting with new marketing tactics.

TECHNICAL SKILLS :

- Search Engine Marketing (Google Ads)
- Social Engine Optimization (On-page and Off-page)
- Social Media Marketing
- Social Media optimization
- WordPress

PROFESSIONAL EXPERIENCE:

#2 Company: Amrita Technologies

Designation: Digital Marketing Executive

Duration: Feb 2022 to March 2024

Roles & Responsibilities:

- Plan and execute all digital marketing campaigns, including SEO/SEM, email, social media, and display advertising campaigns.
- Managing paid search marketing campaigns in Google Ads.
- Continuously monitoring impressions and clicks and making changes in ON Page.
- Investigated and examined competitor website and advertising links to gain insight into new strategies.
- Prepared weekly updates and reports to track growth and success rates of marketing campaigns.
- Optimize content for the website and social media platforms to ensure high search engine rankings.
- Worked together with group to examine basic SEO related issues and gave significant arrangements.
- Researched and implemented search engine optimization recommendations in accordance with development methodology.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.

PERSONAL DETAILS

Date of Birth : 21-12-1996

Gender : Male

Nationality : Indian

Marital Status : Single

Permanent Address

D.No 12-314/1

Mallamma temple street,

Venkatagiri town,

Tirupathi(Dt),

Andhra Pradesh.

PinCode-524132

#1 Company: Digital Gannet Pvt Ltd

Designation: Digital Marketing Intern

Duration: Feb 2021 to Jan 2022

Roles & Responsibilities:

- Creating Campaigns
- Optimizing Ads
- Generating & Reporting Leads
- Facebook Ads
- Social Media Optimization
- Keyword Analysis
- On Page Optimization
- Off Page Optimization
- Competition Analysis
- Web Position Analysis
- Google Search Console

Abilities/Knowledge:

- Good knowledge of hardware information such as CPU, Memory, Disk, Network, BIOS.
- Install complex software and hardware
- Expertise in Networking
- Installation Operating System for Windows & Linux Systems.
- Resolving the desktop and laptop problems.

DECLARATION:

I hereby declare that statements made in the true complete and correct to the best of my knowledge and belief.

Date:

Place: