

GANNENA JHANSI

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SUMMARY

Enthusiastic Digital Marketing aspirant, having good knowledge of SEO, SMM, Google Adds, Web designing and problem-solving ability along with good interpersonal relationship skill and a flexible and adaptable personality, seeking a position in digital marketing.

WORK EXPERIENCE

DxMinds - Marketing Head/SEO Specialist

July 2023 - Present

- Conducted thorough keyword research and implemented on-page SEO strategies to enhance website visibility.
- Developed and executed off-page SEO campaigns, including backlink building and content marketing, to improve domain authority and search rankings.
- Managed and grew the company's social media presence across platforms like Facebook, Twitter, LinkedIn, and Instagram.
- Planned, launched, and optimized Google Ads campaigns to drive targeted traffic and increase conversions. Monitored ad performance and made data-driven adjustments to maximize ROI.
- Regularly analyzed website traffic and user behavior using Google Analytics to identify areas for improvement.
- Created detailed reports and dashboards to track key performance indicators (KPIs) and measure the effectiveness of marketing strategies.
- Optimized the company's Google Business Page to improve local search visibility and attract more local customers. and up-to-date business information, responded to reviews, and engaged with the audience.
- Used data insights to continuously refine marketing strategies and achieve better results.
- Maintained accurate and up-to-date records of leads in Excel and HubSpot.
- Managed and optimized inbound call processes to enhance customer engagement and conversion rates.
- Regularly monitored and responded to emails to identify and qualify new leads.
- Engaged with potential clients through WhatsApp to provide quick and personalized responses.
- creation and redesign of the company's website to improve user experience and drive more traffic.
- creation a website for clients (<https://root-360.com/>) (<https://rbccup.in/>)

Nation Institue of Digital Marketing

March 2023-July2023

- Created SEO, SMM, Google Ads, Facebook page campaigns websites with complex media and big structures.
 - Conducted keyword research and implemented on-page SEO strategies to enhance website visibility.
 - worked on the project Nokego for ranking in SERP
 - Developed and executed off-page SEO campaigns, including backlink building and content marketing, to improve domain authority and search rankings.
 - Graphic designing and website designing
 - canva
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EDUCATION

BCOM - Bachelor of commerce

2019-2022

Duddupudi Degree College for Women

- Specialization in IT and Marketing
- One Day Student Exchange Programme

PUC - Pre-University Course

2018-2019

Duddupudi Pu College for Girls

ADDITIONAL INFORMATION

- **Technical Skills:** Search Engine Optimazation, Social Media Marketing, GoogleAds, Web Designing, PowerPoint Presentation, Presentation Skills, Hubspot, Wordpress, SEO quake, Moz, SEMrush, Google Analytics, Google Search Console, Ahrefs, Canva etc..
- **Languages:** English, Hindi, Telugu, Kannada

CERTIFICATIONS

- One Day Student Exchange Programme Certification in Ballary Institute of Technology and Management (07/2022 - 07/2022)
- 16th Inter-Collegiate Women's Youth Festival Cerification in Karnataka State Akkamahadevi Women's University Vijayapura. (10/2019 - 10/2019)
- Inter Collegiate Competitions Certificate Of Merit in THROW BALL Tournament Held at smt.Veeramma Gangasri Degree College & pg Center for Women Kalaburagi. (01/2020 - 01/2020)
- NSS Volunteer Certification From Akkamahadevi Women's University Vijayapura

ACHIVEMENT

- Worked as NSS volunteer member in Akkamahadevi University.
- Worked as a volunteer in operation department for the Dudupudi Degree College
- Elected as a sport secretory in Dudupudi Degree College.