

RESUME

Donekal Veerendra

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Experienced in optimising website through strategic keyword research, on-page and off-page SEO techniques. In-depth understanding of search engine algorithms and trend ensures continuous improvement in organic search rankings. Collaborative approach with content creators and tech teams to drive targeted traffic and drive user experience

Experience

SEO Analyst - Genpact India (HYD)

Aug 2022 - Oct 2024

- Developed and implemented SEO strategies, significantly increasing organic traffic to company websites.
- Implemented link-building strategies to improve domain authority and search engine rankings.
- Optimised website architecture for search engines, ensuring efficient crawling and indexing of web pages.
- Performed technical SEO audits, identifying and resolving issues that hindered website performance.
- Analysed website performance using Google Analytics, identifying areas for improvement to boost search rankings.
- Coordinated with web developers to ensure mobile optimisation, enhancing user experience across devices.
- Collaborated with external agencies to align SEO strategies with broader digital marketing objectives.
- Monitored and reported on competitor SEO activities, adjusting strategies to maintain competitive edge.
- Evaluated new SEO tools and technologies, staying ahead of industry trends and advancements.
- Conducted keyword research to optimise web content, enhancing visibility in search engine results pages.
- Integrated local SEO tactics to target specific geographical markets, increasing local visibility and traffic.

Education

Graduation

- VDA Degree College, Visakhapatnam, A.P 2017-2021
 - Bachelor of Science (M.Sc)
 - GPA: 7.33
- Rao's Junior College, Nandyal 2015-2017
 - Intermediate (M.P.C)
 - Percentage : 93.30
- Swami Vivekananda Vidyalaya 2014-2015
 - SSC
 - GPA : 9.0

Skills

- E-Commerce strategy
- MS-Excel
- Social Media Marketing
- Social Media Optimization
- Team Collabaration
- HTML,CSS
- Team Collabaration

Personal Information

- Father’s Name : Donekal Basavaraju
- Mother’s Name : Donekal Basamma
- Date of Birth :16-03-2000
- Hobbies : Creating memes,Reading books,Listening podcasts

Languages

- Telugu
- Hindi
- Engllish
- Kannada