

# ALA VENKATA SOUMYA

## DIGITAL MARKETING SPECIALIST

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**Dynamic and data-driven Digital Marketing Specialist with 1+ years of experience creating and executing successful multi-channel marketing campaigns. Proficient in social media marketing and PPC to increase brand awareness, engagement, and conversions. Skilled in analyzing campaign performance metrics to optimize ROI and improve conversion rates. Adept at staying current with digital marketing trends and tools to implement innovative strategies. Passionate about delivering measurable results and driving business growth through targeted digital initiatives.**

## Professional Experience

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### Junior Developer

INTEXXMEDIA PVT LTD

January 2025 - Present

- Developing and maintaining backend functionality using PHP and the CodeIgniter framework
- Writing secure, and scalable code while adhering to MVC architecture and best practices
- Writing optimized and complex MySQL queries to manage large datasets efficiently
- Collaborated with team members to design and implement solutions for improving overall system performance

### Digital Marketing Executive

INTEXXMEDIA PVT LTD

November 2023 - December 2024

- Strategized and executed multi-channel marketing campaigns across Facebook Ads, WhatsApp, IVR, and bulk SMS platforms
- Utilized email marketing automation tools to design and execute targeted campaigns that drove lead generation and customer retention
- Improved campaign performance by 20% ROI and reduced customer acquisition cost through data driven optimizations
- Collaborated with cross-functional teams including design, content, and IT to ensure consistency and effectiveness of digital marketing initiatives

## Education

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Bachelor of Technology(BTech) in Computer Science July 2019 - May 2023  
Dadi institute of Engineering and Technology

Intermediate (MPC) June 2017 - March 2019  
Sri Chaitanya Junior College

## Key Skills

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- Meta Ads Manager - Competent
- IVR & Bulk SMS Marketing - Competent
- Google ads & SEO - Beginner
- HTML, CSS, JavaScript - Competent
- PHP & python - Beginner
- AWS Cloud (EC2, S3, Lambda) - Beginner

- **MySQL - Competent**
- **Detail-Oriented - Competent**
- **Communication Skills - Competent**

## **Certifications**

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### **SEO Certification**

October 2025

HubSpot Academy

### **Google Ads Search Certification**

September 2025

Google Skillshop

### **AWS Cloud virtual internship**

March 2021

EduSkills

### **AWS Cloud Foundation**

December 2022

AWS Academy