

Jitendar Addanki

Sr.Digital Marketing Executive

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Address:
Hyderabad, India, 502319.

EDUCATION

May 2019
Osmania University
MBA, Marketing.
Hyderabad

May 2017
MLR Institute of Technology
B.Tech, Marketing.
Hyderabad

RELEVANT SKILLS

- Social Media Platforms
- Google Webmaster Tools
- Google Analytics
- SEO Optimization
- Content Optimizations
- Web Site Architecture Brainstorming
- Search Engine Marketing
- Competitor Review
- Link Building
- Keyword Research
- Website Development
- Site Auditing

Professional Summary

Functional SEO and PPC ad expert with strong background in web marketing and analytics and proven experience in content strategy, link building and keyword strategy. Over 4+ years of experience driving organic site traffic across multiple client verticals through and to improve search engine results.

Work history

February 2020–Present

Digital Marketing Specialist

Homeocare International, Hyd.

- Analyzed SEO outreach goals and presented findings to marketing director.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Managed SEO campaign expenses, estimated monthly costs and reconciled discrepancies to maximize budget.
- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic.
- Researched and analyzed competitor website and advertising links to gain insight into new strategies.
- Collaborated with team to investigate critical SEO-related issues and provided impactful solutions.
- Maintained Google and Bing Webmaster Tools accounts and monitored for crawling and indexing issues.
- Incorporated XML sitemaps, robots.txt files and 301 redirects to facilitate search engine spidering, crawling and indexing.
- Researched and implemented search engine optimization recommendations in accordance with development methodology.
- Created content strategies for digital media.
- Directed traffic growth strategies, SEO, content distribution, email marketing and trackbacks.
- Created and distributed monthly SEO reports to notify clients of site traffic, goals and KPIs.

LANGUAGES

- Telugu
- English
- Hindi

Website, Portfolio, Profiles

- <https://www.linkedin.com/in/jitendar-addanki-0b3509145/>
- www.digitalmarketingworkers.com
- www.digitalmarketinghunt.com

Hobbies

- Browsing Internet.
- Playing Cricket.
- Gathering Nutrition Info.
- Running.

May 2019– December 2019

Digital Marketing Intern

Social Prachar, Hyderabad.

- Created engaging content for Pinterest, Facebook and Instagram.
- Prepared weekly updates and reports to track growth and success rates of marketing campaigns.
- Designed and presented social media campaign ideas.
- Tracked, reported and analyzed website analytics to drive strategy and improve user experience.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic.
- Researched and analyzed competitor website and advertising links to gain insight into new strategies.
- Maintained Google and Bing Webmaster Tools accounts and monitored for crawling and indexing issues.
- Researched and implemented search engine optimization recommendations in accordance with development methodology.

December 2017– December 2018

Marketing Intern

VSA Machines India, Hyderabad.

- Collaborated closely with sales, engineering and project management to support end-to-end processes.
- Traveled to customer locations to deliver on-site talks and resolve problems with planned or previously deployed technical solutions.
- Consulted with customers on technical issues to achieve optimal solutions.
- Created engaging content for Pinterest, Facebook and Instagram.
- Prepared weekly updates and reports to track growth and success rates of marketing campaigns.
- Assisted marketing coordinators and graphic designers with website copywriting and proofing.
- Designed and presented social media campaign ideas.
- Performed market analysis and researched latest trends.
- Maintained editorial calendar to keep content timely, relevant and engaging.