

**Ramya Kotra**

**Email – [kotra.ramya@gmail.com](mailto:kotra.ramya@gmail.com)**

**Mobile: +91- 7794048654**

## **SUMMARY**

---

- 7 years of experience in SEO/Digital marketing.
- Conduct keyword research analysis, URL audits, Website audit and content analysis to improve user and search engine relevancy of product Pages.
- Expertise in handling Google analytics to deep-dive into website traffic data - report on weekly performance updates, and discover areas of opportunities to develop into future plans.
- Ability to handle Google search console/Webmaster tools to analyze the errors and performance of the website.
- Experience in handling the SEMrush, Ahref, Moz tool.
- Working knowledge of natural search best practices on-page and off-page SEO optimizations.
- Having good experience in performing competitor analysis.
- Understanding of HTML, CSS and code structure including XML sitemap submissions and internal linking.
- Stay up to date with the changes in Google algorithms, Online marketing etc..

## **TECHNICAL SUMMARY**

---

### **Technologies/Tools:**

- Languages : HTML, CSS, Core Java
- Tools : Google Analytics, Google search console, SEMrush, Ahref, Moz, Canva

## **PROFESSIONAL EXPERIENCE**

---

### **1. Company Name : Blueberry labs Private Ltd.**

Post: SEO Analyst

Period: From September 1<sup>st</sup> 2013 September 30th 2014

### **Role and Responsibilities:**

#### **1. Publishing ( On-Page SEO ) :**

Perform Link Strategies eg: Directory Submissions, Google Adwords, Keyword Analysis, Social Bookmarking, Forum Posting, Blog Postings, Article Submissions, Search Engine Submissions, Link Bait etc.

#### **2. Social Media Optimization :**

- Monitoring Trends in social media tools and applications.
- Maintaining Social Media Channels ( Facebook, Twitter, LinkedIn, google+, Pinterest.. etc.,)
- of clients
- Analyze and evaluate both existing and potential social media activities and implement the

social media strategy

- Work with the web designer regarding infographic promotions and technical team to ensure that social media tools ( for ex. FB connect, Sharing buttons ) are kept up to date.

## **2. Company Name : Nexiilabs India Pvt.ltd.**

Post: E Marketing Executive.

Period: From October 1<sup>st</sup> 2014 to November 30<sup>th</sup> 2016

### **Role and Responsibilities:**

#### **On-Page Optimization:**

- Website Audit and Validation
- Checking Text to Code Ratio
- Meta Tags (Title, Keywords & Description)
- Image Alt & Heading Tags
- Positive and Negative Keyword research, Content and UI suggestions

#### **Off-Page Optimization:**

- Create and manage social media profiles
- Post latest articles on blog
- Search Engine Submissions
- Actively participating on group discussions
- Worked on Google Analytics, Webmaster tools, Keyword Planner, Google Adwords, Keyword Research tools, Page Rank Tools and Backlink Checking Tools.
- Responsible for Performing Social Media Activities.
- HTML skills.
- Auditing the website.
- Performed Competitor Analysis, Website Analysis.
- Generating Google Analytics Report.

## **3. Company Name : mymoneykarma informatics pvt ltd.**

Post: SEO Analyst

Period: From May 28th 2018 to October 16th 2019

**Role and Responsibilities:**

- Worked on On-page SEO and Off-page SEO, Link building strategies to get the leads to the website.
- Worked on Google Analytics to analyze the traffic and performance of the website.
- Worked on Google Search console to analyze the errors and reporting the errors to the tech team to fix them.
- Handling internal CMS tool.
- Worked closely with Content team to optimize the content to the website.
- Performed market research on tools like SEMrush, Google Trends and Google Analytics to understand the trends, competition, to enhance CTR and user engagement.
- Effectively coordinated with the Tech and Design team, to define the webpage development process while understanding expectations and providing a realistic approach to enhance time-efficient productivity.
- Closely worked with the tech team in building an in-house CMS; closely studied the operational requirements.

**4. Company Name : Proclarify Consulting ( BACentric Solutions )**

Post: SEO Analyst

Period: October 17th 2019 to Till date

**Role and Responsibilities:**

- Worked on On-page SEO, Off-page SEO, Social media, Link building strategies, quora answers to get the leads to the website.
- Expert in Handling Google my business profile
- Developed business through GMB by getting reviews and leads to the business
- Expert in handling Fb ads ( Run the Fb ads for the company )
- Designing images for social media postings
- Handling search console, google analytics and fixing the errors in website
- Ranked all the pages and gmbs in 1st position

**ACADEMIC PROFILE**

- Completed M.Tech in Software Engineering from JBIET (Affiliated to JNTU Hyderabad) with 80%
- Completed B.Tech in Information Technology from Sri Indu College of engineering & Technology (Affiliated to JNTU Hyderabad) with 80.6%
- Completed Board of Intermediate in MPC from Sri Aurobindo junior college.
- Completed SSC from Chaitanya vidyalayam High School with 91%

## **PERSONAL SKILLS**

- Good analytical and logical skills.
- Believe in attitude, hardworking with commitment, can learn things quickly.
- Good interpersonal, communication skills and keen desire to learn new technologies.

**(K. Ramya)**