

# VINOD MUTHINENI

## Digital Marketing Executive

### PROFESSIONAL EXPERIENCE

#### Kreativ Web Solutions

##### Digital Marketing Executive

Madhapur Hyderabad

Jan '19 - Present

Kreativ Web Solutions is a Web Design and Development Company in Hyderabad.

- Developing and implementing link building strategy
- Performing On page and Off page activities to boost page rankings
- Performing ongoing keyword discovery ,expansion and optimization
- Researching and implementing search engine optimization recommendations
- Researching and analyze of competitor backlinks using tools like (Ahref)
- Preparing weekly and monthly reports.
- Perform in-depth quantitative analyses of SEO performance and provide clear conclusions
- Working with Google Analytics and Webmaster tool
- Understanding the behavior of website users by using tools like Hotjar to get heatmaps, session recordings, and surveys.
- Improving website – content, look & feel, lead generation performance, etc
- Measuring and improving key performance indicators such as traffic, clicks, conversion, contacts.
- Working with content writer, to get best content for website and social media platforms.
- Working with the UI and development team to ensuring SEO best practices are properly implemented.
- Email marketing using Tools like mail chimp,send grid.
- Posting in all social media channels using tools like Buffer and Hoot suit.
- Managing social presence and creating engaged communities across channels such as Facebook, Twitter, Pinterest, Instagram, and LinkedIn

### INTERNSHIPS

#### Pixxel Arts

##### SEO & SMOExecutive

Hyderabad, IN

Aug '18 - Jan '19

Multimedia, Animation, Web Designing, Visual Effects, Vfx, Graphic Designing, Film Editing, training institute in Ameerpet Hyderabad

- Working on both on page and off page

##### Off Page Optimization:

- Directory Submission
- Business Listing
- Social Bookmarking
- Article submission
- Blog Submission
- Forum Submission

##### On-page Optimization:

- Broken link check,

### Personal Details

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Hyderabad

### KEY SKILLS

- SEO
- SMO
- SMM
- Google analytics
- Wordpress

### Hobbies

- Feeling the music
- Gardening

### Languages

- English
- Telugu
- Hindi

- Website Analysis,
- Competitor Analysis,
- Keyword Selection,
- Meta Tagging,
- Content optimization,
- alt tag on images,
- Google Webmaster and Google Analytics Tools

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## EDUCATION

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### MBA - Marketing

**SLCS inst of engg and technology**

Hyderabad, IN

 Sep '16 - Apr '18

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### B.Tech - Electronics and Communication Engineering

**Nri Institute Of Technology**

Hyderabad, IN

 Sep '10 - Apr '14

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