**Resume**

**Naresh Sunnam**

**(Digital Marketer )**

**Email**: [naresh.sunnam@gmail.com](mailto:naresh.sunnam@gmail.com)

**Mobile**: 8464832506

**Linked**

**Certification**: Google Ads. Google Analytics, HubSpot

**OBJECTIVE**

Highly motivated individual and a certified digital marketer seeking a full-time position in the field of online communication, where I can apply my knowledge and skills for continuous improvement and as a part of company growth.

**WORK EXPERIENCE**

**Internship:** Internship with Ready Mediacom Pvt Ltd from February 2019 to July 2019

**Designation:** 3 years of Experience withDigital Marketing Co-ordinator in Vivenns Global Pvt Ltd from August 2019 – Till date

**Roles and Responsibilities**

* Execute key components of SEO strategies including keyword research, on-site optimization, and

competitor analysis and off-page analysis.

* Monitoring and measuring competition and overall market trends surrounding keywords traffic,

conversations.

* Write effective Meta titles, Meta Keywords and Meta description as needed.
* Generating Weekly rankings, Monthly Google Analytics Report for revenue report and search console report.
* Website auditing and Identifying Bugs using SEO tools like SEMrush tool.
* Periodical Website Check – logo, menus, content, Images, footer.
* off-page submissions like Social Bookmarking, Promo code submission, PDF, PPT, Profile,

Blogger, Article, Business Listing, Infographic, Profile Creation, Classifieds, etc.

* Posting blogs and articles in websites.
* Preparing content requirement sheet for content writers
* Social Media Account Creation – Facebook, Twitter, Pinterest.
* Work closely with the other team members to meet goals.
* Understand the Competitive Landscape Competitor Name and the Website giving a link to them

by checking their DA, PA, and Alexa rank

* Create Videos Using Wave. Video for website general promotion.
* Competitor Analysis – Identifying Online Competitor and Analysing their backlinks, off-page activities, and Keyword comparison.

**SEO Projects:**

**https://www.vit.edu.au/**

**Skills**

* **SEO - On-page Optimization** (Keyword Analysis, Website audit, Structure, Internal links)

**Off-page Optimization** (Article Submission, Blog Marketing, Q&A, Local & Business Listing, PPT, PDF, Infographic, Search Engine Submission, Video Submission, etc.)

* **Google Ads** - Implemented and observed Campaigns like Search, Display, Video Ads
* **SMM** – Successfully spearhead campaigns on social media platforms including FB, Twitter, Instagram. Monitor the online presence of company’s brand and engage with users, strengthening customer relationships.
* **Email marketing** - Email outreach, Opt-in email. Single opt-in & Double Opt-in

**Academic Qualification**

* Mtech from AVN Engineering college
* Btech from PRRM Engineering College
* Intermediate (MPC) from Kakatiya Jr. College, Board of Intermediate
* SSC from ST.Pauls High School, Board of SSC

**Personal Details**

Name : S.Naresh

Father Name : Narsaiah

Address : Armoor,(Dist) Nizamabad

Gender : Male

Marital Status : Single

Languages Known : English, Hindi and Telugu

Hobbies : Active on Social Media Platforms, Reading Books and Listening to the music.

**DECLARATION**

I hereby declare that the above-furnished information is correct up to my knowledge and I am responsible for the correctness of the above-mentioned particulars

**Place**: Hyderabad

**Date**: **Naresh Sunnam**