**CAREER OBJECTIVE**

Aspiring to work in a firm with a professional work driven environment where I can utilize and apply my knowledge, skills which would enable me as a fresh graduate to grow while fulfilling organizational goals.

**ACADEMIC QUALIFICATIONS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Qualification** | **Board/University** | **Year of Pass out** | **Percentage** |
| Advanced Digital Marketing | Digital Gannet Solutions | 2019 | Completed |
| B. Tech (C.S.E) | Malla Reddy Institute of Technology and Science | 2018 | 63% |
| Class XII | Government Junior College(Boys) | 2014 | 69% |
| Class X | ZPHS High School | 2012 | 82% |

**EXPERIENCE**

* **Experience** : 2 years
* **Company**  : BuildersMART
* **Role**  : Digital Marketing Analyst

**TECHNICIAL SKILLS**

* Search Engine Optimization
* On & Off page optimization
* Search Engine Marketing
* Google Adwords
* Social Media Optimization
* Social Media Marketing
* E-Mail Marketing
* Google Analytics Tool
* Google Web Master Tool
* Facebook Lead Generation

**EXPERIENCE**

* **Experience** : 1.8 years
* **Company**  : Digital Funnel Global Inc
* **Role**  : Digital Marketing Executive

**ORGANIZATION SKILLS**

* Can work in as a team
* Able to do analysis & research
* Ability to cope up with different situations
* Flexible and adaptable
* My aim is helping you to grow our business in digital media and other social networking sites.

**TOOLS USED**

* Google Webmaster Tool
* Google keyword planner
* Seoquake Tool
* SEM Rush
* Ahref
* Google Analytics
* Text Overlay tool
* Hoot Suite
* Canva Tool
* Animoto Tool
* Aweber Tool
* Photoscape X

**Roles & Responsibilities:**

* Handling AdWords campaign for company & optimized PPC Campaigns.
* Created and managed SEM campaigns.
* Analyzing PPC campaign Performance from Google analytics tool & generating desired leads to company.
* Monthly reports based on existing campaign.
* Developing strong and innovative digital marketing strategies using PPC, SEO, SEM, and other techniques to attract traffic to the company website and increasing awareness of company's products and services.
* My aim is helping you to grow your business in digital media and other social networking sites.
* Analyze Websites with SEO Audit & Reporting tool
* Reviewing and analyzing client sites that can be improved and optimized
* Provide SEO analysis and recommendations in the structure of websites and web pages
* Monitoring website Performance by Google webmaster, and google analytics Tool.
* Manage search engine programs (XML sitemaps, robots.txt)
* Identifying powerful keywords to drive the most valuable traffic
* Developing link building strategies
* Handle Social Channels for Website(Facebook, Twitter, Pinterest, Tumblr, LinkedIn & Instagram)
* Generate Monthly SEO Report
* Ability to work Independently

**ACHIEVEMENTS**

* Attended for FIREFOX workshop.
* I have Google Digital Garage Certificate (Digital Unlocked).
* I have Itronix solutions Quiz Certificate.
* I have Google ads Certificate.
* I have SEMrush SEO Fundamentals Certificate.
* I have Google Analytics Certification

**TECHNICAL SKILLS**

* Passion for Search and Internet marketing
* Proficiency in MS Excel, Power Point, and Word
* I am Good at SEO, Social Media and Google ads

**PERSONAL DETAILS**

Father Name - A. Anjaiah

Date of Birth - 28th November 1995

Languages known - English, Telugu

Interest & Hobbies - Internet Browsing, Listening Music

**DECLARATION**

I do hereby declare that the above information is true to the best of my knowledge**.**

Place : Hyderabad

Date : A. Ganesh