## **Mahanthi Durga Prasad**

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## **SUMMARY**

* Having 7 Years of Experience as a SEO Developer
* Good Experience in Digital Marketing like SEO, SEM, Email Marketing
* Currently working as a marketing savvy, took over all SEO responsibilities.
* Consistently met and exceeded goals including collaboration with the team.
* Experience in ON Page optimization like keyword Optimization, Content Optimization, URL optimization, image optimization, Local search optimization.
* Experience in OFF page optimization like Link building, Forum posting, bookmarking, article submission, yahoo answers, etc.
* Good Knowledge in creating Campaigns, Ad groups, Ad display, Display ads, Search Ads, Video ads.
* Good Knowledge on Conversion Tracking, Creating Audience for remarketing Lists.
* SEMrush and MOZ SEO Tools Are Used For Promotion E-Commerce Site
* Having sound experience in Email marketing and Social media marketing
* Strategic marketer with experience in managing and implementing budgets and plans.

## **Technical Skills**

* Packages **:** MS Office.
* Operating System **:**  Windows XP , Windows 7 and Windows 8
* Professional Skills **:** Digital Marketing, Word Press, HTML
* Digital Marketing tools **:** Google Ad words, keyword planner, Webmaster
* Digital Marketing Channels **:** SEO, SEM, SMM, Email Marketing, SEMrush

## **PROFFESSIONAL EXPERIENCE**

**Company : Neptune Fairdeal Product Pvt Ltd.**

**Duration : June 5th 2019-Present**

**Designation : SEO Specialist, Word Press, HTML, SEM, SMM & Digital Marketing**

**Company : ACN Globiz Solutions**

**Duration : December 2017- June 5th 2019**

**Designation : SEO Specialist, Word Press, HTML, SEM & Digital Marketing**

**Company : Mobiwalkers Digital Media Private Limited**

**Duration : September 2013- November 2017**

**Designation : You Tube, CMS Handle, SEO Specialist, SEM and SMM**

## **Responsibilities**

* Working as a marketing savvy, took over all SEO responsibilities.
* Consistently met and exceeded goals including collaboration with the team.
* Working on Digital Marketing Channels like SEO, SEM & SMM.
* Creating ON Page optimization like keyword Optimization, Content Optimization, URL optimization, image optimization, Local search optimization, Meta tag optimization.
* Develop and maintain social media profiles on Face book, Twitter and LinkedIn
* Build online marketing strategies in consultation with technology, design and Content teams
* Experience in OFF page optimization like Link building, Forum posting, bookmarking, article submission, yahoo answers, social book marking, PDF sharing, Guest Blogging etc.
* Increasing the Website Traffic, Clicks, Impressions, Improving Keyword ranking by building relevant links through OFF page.
* Generating a weekly report on keyword ranking, clicks/week, and impressions/week.
* Analysing bounce rate, sessions of the Page, Visitors of site (Returning vs. New) through Google search console and Google analytics.
* Monitoring the Real-time visitors of the website & Tracking the Button clicks in the website through Google tag Manager.
* Implemented a Structured data for websites for keyword ranking improvement.
* Good Rapport in creating Campaigns like Display ads, Search ads, Video ads, By Using Google Ad words tools.
* Creating Advanced Remarketing Lists and creating remarketing campaigns based on the visitors spending time, Audience visited particular WebPages etc...
* Creating Automates rules for a campaigns and creating ad schedules for campaigns based on history data.
* Running Face book Ads, Remarketing Face book Ads, LinkedIn Ads Successfully.
* Creating Workflows and auto responders for an email campaigns to the subscribers based on subscribers action in the campaigns.

**Environment:** HTML, Word press, Creating landing Page, Back-links, Keyword planner, Etc...

## **Education**

* B.Tech In Electrical &Electronics Engineering From JNTU **2012**

## **Personal Details:**

* DOB:9th January 1990
* Languages Known : Telugu, English & Hindi