Penumacha Murali Krishna Raju

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Education

Swarnandhra College of Engineering & Technology   2015 – 2020 | Seetharampuram, India
Bachelor of Technology in Computer Science and Engineering (B.Tech CSE)
  CGPA: 6.83 - (First Division)

Professional Experience

SEO Executive - Digital   2025 – Present | Hydrebad, India
Teamworks Creative Solutions
- Develop and execute SEO strategies to improve organic search rankings and traffic.
- Conduct keyword research and competitor analysis to identify new opportunities.
- Optimize website structure, meta tags, headers, URLs, and other on-page SEO elements.
- Improve technical SEO, including site speed, mobile-friendliness, and structured data.
- Perform content optimization for blogs, landing pages, and website copy.
- Implement link-building strategies and outreach campaigns for high-quality backlinks.
- Monitor and analyze SEO performance using tools like Google Analytics, Google Search Console, and SEMrush.
- Stay updated with search engine algorithms and industry best practices.
- Collaborate with content writers, developers, and marketing teams to implement SEO recommendations.
- Conduct SEO audits and suggest improvements for website ranking and user experience.
- Skilled in **Bing Webmaster Tools setup**, including site verification, sitemap submission, and SEO configurations.
- Experienced in **Microsoft Clarity integration**, using heatmaps, session recordings, and behavior insights to improve SEO performance.
- Knowledge of **analyzing Bing & Clarity data** to fix technical SEO issues, track user engagement, and enhance website visibility.

Digital Marketing Executive   (Freelance) | Hydrebad, India
Digitalclickads
- Execute on-page and off-page SEO strategies to improve website rankings and organic traffic.
- Create, manage, and optimize Meta Ads (Facebook, Instagram) for lead generation and brand awareness.
- Develop and implement social media content calendars, ensuring engagement across platforms.
- Produce marketing content, including blog posts, emails, and graphics.
- Analyze campaign performance and provide actionable insights for continuous improvement.
- Stay updated with the latest digital marketing trends and best practices for effective execution.

Manual Tester   2021 – 2025 | Hydrebad, India
MBSIT Software Private Limited
- **Prepared and executed** comprehensive **System Test Plans and Test Cases** to validate software functionality.
- **Derived, reviewed, and executed** detailed **Test Scenarios and Test Cases** based on functional requirements.
- Utilized **Microsoft Excel** for **bug tracking and reporting**, ensuring clear communication with the development team.
- Performed various types of testing including **Smoke, Integration, System, and User Acceptance Testing (UAT)** to ensure application stability and usability.
- Conducted **Functional Testing** on **Web Platforms** across **Android and iOS devices** for mobile responsiveness and performance.
- Carried out **GUI, Usability, Functional, and Non-Functional Testing** to validate design consistency and application behavior.
- Participated actively in **Functional, Sanity, Smoke, and Regression Testing** to ensure thorough quality coverage.
- Generated and maintained **Requirement Traceability Matrix (RTM)** for mapping test cases to business requirements, ensuring complete coverage.
- Performed **Manual End-to-End Testing** of applications to simulate real-world user scenarios.
- Executed **Cross-Browser Testing** to verify application functionality across various browsers and devices.

Projects

Vistara Safaris,
Save the Giants: Protecting Elephants for a Better Tomorrow 🐘
  I created **Vistara Safari** as part of my live project at Vcube Digital Marketing Institute using WordPress. This website is dedicated to raising awareness about elephant conservation and protecting these gentle giants. Elephants are facing serious threats like poaching, habitat loss, and human-wildlife conflict. Through this platform, I aim to educate people about their importance in our ecosystem.
  The website includes information on conservation efforts, ethical tourism, and ways people can help. I focused on making it user-friendly, informative, and engaging. Working on this project helped me improve my web development and digital marketing skills. It also gave me a chance to contribute to a meaningful cause. I hope Vistara Safari inspires more people to take action and protect elephants for future generations.

Redivine Salon & Spa – Luxury Beauty & Relaxation

I created **Redivine Salon & Spa** as a live project at Vcube Digital Marketing Institute using WordPress. This website showcases a premium beauty and wellness destination, offering expert hair, skin, and spa treatments. The goal was to design an elegant and user-friendly platform that reflects the salon's luxurious experience.

From glamorous makeovers to relaxing spa therapies, Redivine provides top-tier services in a sophisticated setting. The website highlights their premium treatments, personalized care, and celebrity-style indulgence. Working on this project helped me refine my skills in website design, SEO, and content creation. It was a great experience building an online presence for a high-end brand. I hope Redivine Salon & Spa inspires people to treat themselves to the ultimate beauty and relaxation experience.

Skills

SEO	● ● ● ● ○	**Bing SEO**	● ● ● ● ○
Youtube SEO	● ● ● ○ ○	**Content writing**	● ● ● ○ ○
WordPress Design	● ● ● ● ○	**Creative Design**	● ● ● ● ○
Social Media Marketing	● ● ○ ○ ○	**Email Campaign**	● ● ○ ○ ○
Meme Marketing	● ● ● ● ○	**Ai Comic Storytelling**	● ● ● ● ●

Tools

Canva | Semrush | Moz | WordPress | Hootsuite | Agorapulse | Mailchimp | Google Webmaster | Google Analytics | Google Tag Manager | Vidiq | Similarweb.

Certificates

Build a website with WordPress ✎
- Project Certificate for building a free website with WordPress by Coursera.

Google Ads for Beginners ✎
- Project Certificate of Google Ads for Beginners from Coursera

Courses

DIGITAL MARKETING   2024 – 2025 | Hydrebad, India
VCUBE DIGITAL MARKETING

I learned how digital marketing works and how to promote products and services online. I understood how search engines like Google work and how to make websites rank better using SEO. I learned to create and manage websites, write good content, and use the right keywords. I also practiced running ads on Google, Facebook, and YouTube to reach more people. I got to know about checking website traffic using Google Analytics and how to fix errors. I learned how to do competitor research and find trending topics. I also learned how to keep websites safe from Google penalties by using correct techniques. As I am going on, I feel more interested and want to learn more and more about digital marketing.

Extra curricular Activities

The Final Stand _ AI Comic Book ✎

This story is all about a peaceful village that turns into a battleground when zombies attack. Arjun, the village's protector, doesn't back down—he fights with everything he has to save his people. It's a story of bravery, sacrifice, and an epic fight for survival.

Lonely Alive _ AI Comic Book ✎

Imagine waking up to a world where you're the only one left… or so you think. Lonely Alive is a story of survival, fear, and the fight to keep going when all hope seems lost. Will the last survivor make it, or is something lurking in the shadows?

THE WAR BEGINS _ AI Comic Book ✎

On a broken world, Karna fights each day just to stay alive. His life changes when he finds a shining shard of the Sun. With new power comes great danger, as the empire begins to chase him. Now Karna must choose his path and fight for the future of the galaxy.