

# Harika Punugoti

Hyderabad

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## Objective

To seek a entry - level position in the Digital Marketing Field where I can utilize my knowledge and skills in creating and implementing digital marketing strategies to achieve company goals.

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## Education

JUNE 2023

Bachelor of Business Administration, Kothagudem.

MARCH 2020

Inter (MPC), Little Flowers Junior College, Bhadrachalam.

MARCH 2018

SSC, Bhadrachalam Public School, Sarapaka.

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## Skills

- Expertise in building Websites using WordPress.
  - Proficient in Google Analytics, Google Ads, and Google Tag Manager.
  - Familiar with graphic design software such as Canva.
  - Fundamental Knowledge of Google Ads, Meta Ads.
  - Familiar with Email Marketing.
  - Strong written and verbal communication skills.
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# Experience

MARCH 2025 - PRESENT

Digital Marketing Executive / Ozrit, Hyderabad.

- Managed client accounts independently Created and scheduled engaging social media posts across platforms (Instagram, Facebook, LinkedIn) to increase brand visibility and follower interaction.
  - Conducted comprehensive keyword research using tools like Google Keyword Planner, SEMrush and Ubersuggest to guide blog content and SEO strategies.
  - Implemented on-page SEO techniques, including blog posting, meta tag optimization, content creation, and internal linking to improve search engine rankings.
  - Executed off-page SEO strategies by building quality backlinks through guest posting, directory submissions, and social bookmarking to boost domain authority.
  - Ran a Meta (Facebook) awareness campaign for a clothing brand, gaining hands-on experience in audience targeting, ad creatives, and campaign performance analysis.
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