

VIVEK YANDRATHI

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SUMMARY

Results-driven Digital Marketing enthusiast with hands-on experience in **SEO, SEM, SMM, SMO, Affiliate Marketing, and App Store Optimization (ASO)**. Strong technical background in web technologies (HTML, CSS, Python) and analytics, enabling data-driven marketing strategies and optimized campaign performance. Experienced in content optimization, website management using WordPress, and improving online visibility and engagement. Passionate about growth marketing, brand building, and performance optimization.

EDUCATION

Vignana Bharathi Institute of Technology, Hyderabad, India

Bachelor of Compute Science and Technology – Cyber security (November 2022– June 2026)

- Current CPGA: 7.5

Sri Chaitanya Junior College, Khammam, India

Intermediate Education – Math, Physics and Chemistry (August 2020 – July 2022)

- Final CGPA: 7.5
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CORE DIGITAL MARKETING SKILLS

- **Search Engine Optimization (SEO)** – On-page, Off-page, Technical SEO
 - **Search Engine Marketing (SEM)** – Google Ads, Keyword Planning, Ad Copy
 - **Social Media Marketing (SMM)** – Instagram, Facebook, LinkedIn Campaigns
 - **Social Media Optimization (SMO)** – Profile Optimization, Engagement Growth
 - **Affiliate Marketing** – Link Optimization, Conversion Tracking
 - **App Store Optimization (ASO)** – Keyword Research, App Ranking Strategies
 - **Content Marketing** – Blog Optimization, SEO Content, Email Copy
 - **Email Marketing** – Campaign Creation, Automation, SMTP Tools
 - **Web Analytics** – Google Analytics, Search Console, Performance Tracking
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TOOLS & PLATFORMS

- Google Analytics
- Google Search Console
- Google Ads
- Meta Business Suite
- WordPress (Website Creation & Management)
- Canva (Creatives, Posters, Marketing Assets)
- SEO Tools (Keyword Research, Site Audits – Beginner to Intermediate)

EXPERIENCE

Digital Marketing Intern

Hashnod Company | 3 Months Internship

- Worked on **SEO optimization** for websites to improve organic traffic and keyword rankings.
- Assisted in **social media marketing campaigns**, content scheduling, and engagement analysis.
- Managed **WordPress websites**, including content updates, SEO plugins, and performance optimization.
- Conducted **keyword research** and competitor analysis to support marketing strategies.
- Supported **email marketing campaigns** and affiliate marketing activities.

PROJECTS

Automatic Email Generator & Sender

- Created a system to generate **professional marketing and business emails** automatically.
- Useful for **email marketing campaigns and outreach automation**.
- Improved communication efficiency and campaign scalability.

College Venue Booking Website

- Designed and developed a **user-friendly website**, focusing on UI/UX.
- Experience applicable to **landing pages, conversion-focused design, and website optimization**.

WordPress Website Development & Management

- Created and managed WordPress websites for practice and internship-related work.
- Worked on content updates, page creation, menu setup, and basic design customization.
- Optimized websites using SEO plugins (meta titles, descriptions, sitemap, readability).
- Learned how page speed, mobile responsiveness, and clean structure impact SEO and user experience.

CERTIFICATES

- Digital Marketing Associate - Meta
- Full Stack Web Development – Udemy
- Python Programming – Udemy
- Business Marketing Strategy - Meta

EXTRACURRICULAR ACTIVITIES

Student Coordinator – Department Technical Committee | VBIT College | June 2024 – Present

- Coordinated and organized multiple technical events, workshops, and seminars for the department.
- Managed event planning, logistics, promotions, and post-event documentation to ensure smooth execution and reporting.
- Collaborated with faculty and student teams to drive technical engagement and participation in extracurricular activities.