

RAJESH ARAMANDLA

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Contact No: (+91) 7093094962.

Career Objective:

To leverage my knowledge and experience in digital marketing to develop innovative strategies that drive customer engagement and increase overall brand awareness.

Educational Qualification:

- B.Tech in Civil from Jntu Kakinada in 2020 with 62.9%.
- Intermediate M.P.C from KVSRT Jr College in 2014 with 67.9%.
- 10th Class from ZPH School in 2012 with GPA 8.3.

Technical Skills:

● **Search Engine Optimization(SEO):-**

- Website Research (Responsive Check, URL Structure, Content Optimization, Heading Tag Check, Canonical Tag, 301 Redirection).
- Keyword Research Using Google Keyword Planner Tool.
- On-Page Optimization (Title, Description & H1 Tag Creation, Content Optimization and interlinking, alt tag optimization, xml sitemap creation, robot.txt creation).
- Google Analytics Setup, analyze, monitor and reporting.
- Google Webmaster(Search Console) Setup analyze, monitor and reporting, xml sitemap integration.
- Off-Page Optimization (PR Submission, Article submission, Blog Posting, Classified Submission, Guest Blogging, Bookmarking etc).

● **Search Engine Marketing(SEM):-**

- Google Ad Words Account Setup
- Search Network (Campaign, Ad Group and Ad creation, Negative Keywords, all ads Extension, Conversion Setup, ROI Calculate)
- Display Network (Account Set up, Campaign, Ad Group and Ad creation, Conversion Setup, ROI Calculate).

● **Social Media Optimization(SMO):-**

- Facebook (Profile creation, Page creation, Group creation, organic and paid Activities)
- Twitter
- Pinterest
- LinkedIn
- Instagram

- **Email Marketing:-**
 - Tools setup
 - Create Template, Edit Page and include their content
 - Generate Email database and Import audience in tools
- **Online Reputation Management (ORM):-**
 - Create reviews
 - Manage feedback
 - Improve negative feedback
- **Video Marketing:-**
 - SEO (Keyword research, Create title & description, Find suitable tag)
 - SEM (Advertise video with the help of Google Adword)

Certificates and Achievements:-

- Certificate for Completion of [Google Fundamental](#) .
- Certificate for Completion of [Google Search Ad.](#)
- Certificate for Completion of [Google Display Ad.](#)
- Certificate for Completion of [Google Analytics.](#)

Computer Skills:

- Sound Knowledge of Ms-Word, Ms- Excel, Ms-Power.
- Well experienced with use of internet.

Personal Profile:

Name	: Aramandla Rajesh
Nationality	: Indian
Religion	: Hinduism
Date of Birth	: 16-July-1996
Languages Known	: English,Hindi, Kannada and Telugu
Interest in	: Reading Books

Declaration:

I hereby confirm that the information given above is true to my knowledge and belief.

Date:

Rajesh A.