

Narendra Nadh Kolamudi

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Location: chirala, prakasam (Dt.), Andra Pradesh.

CAREER OBJECTIVE:

Keeping in view my academic knowledge, performance, and skills, I wish to start my career in your organization, offer my best to the organization & grow with it to a more & more responsible position.

EDUCATIONAL QUALIFICATION:

- **B. Tech computer science**, 2017 course is completed from vrs & yrn engineering college (A.P.)
- **BSc** computer science, 2012 correspondence course completed by **Acharya Nagarjuna University**, Guntur.
- **Diploma** in ECE, 2005 from **Pratap Polytechnic College**, Chirala (A.P.).
- **S.S.C** 2002 from **Aditya Public School**, Chirala.

TECHNICAL SKILLS:

- **Search Engine Optimization (SEO)**
 - Website Research (Responsive Check, URL Structure, Content Optimization, Heading Tag Check).
 - Keyword Research Using Google Keyword Planner Tool
 - On-Page Optimization, Content Optimization
 - Google Analytics Setup, analysis, monitor and report
 - Google Webmaster (Search Console) Setup analysis, monitor and reporting XML sitemap integration
 - Off-page optimization (PR Submission, Article submission, Blog Posting, Classified Submission, Guest Blogging, Bookmarking, etc.)
 - Creating a WordPress website with full fill of SEO with APM (**Accelerated Mobile Pages**)
- **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)
 - Especially run all types of **Google ADS** and **Facebook Ads**.
- **Social Media Optimization (SMO)**
 - Facebook (Profile creation, Page creation, Group creation, organic and paid Activities, Facebook ads)
 - Twitter
 - Pinterest
 - LinkedIn
 - Instagram
- **Email Marketing**
 - Tools setup
 - Create a Template, Edit Page, and include their content
 - Generate Email Database and Import audience in tools
 - SMS marketing, bulk messages sending using tools like Odoo, and MailChimp.
- **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 Ads)
 - And YouTube video marketing also.

Skills:

Facebook, Twitter, Instagram, Pinterest, LinkedIn, google+, Tumblr, Reddit. WordPress, a little bit of knowledge of Adobe Photoshop 2021. Content strategy, E-commerce, website analytics.

COMPUTER SKILLS:

- MS OFFICE, INTERNET, C, DCA, DTP, HARDWARE AND NETWORKING.
- Studying crash courses like Core Java, Oracle, SQL, PHP, and web designing completed in BDPS. In January 2018.
- Well experienced with the use of the internet.
- Completed training **Digital marketing** course by **Tech Mahindra Academy** online course.

PROJECTS DONE:

- Moving Message Display (With all diodes and using programming Software) completed as Railway Project in **Micro Links**. Vijayawada.
- Accounting soft done by **APARD** (Andhra Pradesh Accounting Rural Development). On **E panchayat** work. And Online Digital classrooms with chatting.

PERSONAL STRENGTHS:

Honest, Sincere, Punctual in every aspect of life, hard work. Quick learner and adapts to any work.

Job profile:

O Planning and execution of SEO, SEM, social media, Email marketing, and campaign strategies.
Marketing campaign strategies
O Creating and maintaining social media presence.
O Measuring and reporting on the performance of all campaigns in relation between sites.
O Identifying trends, and industry insights to allocate and optimize funds spent.
O Drive content creation and copywriting activities
O understand search analytics to advise content creators on various enhancements. Strategies for performance on Instagram, Facebook, Twitter, Pinterest, and company websites.

WORK EXPERIENCE:

- a) Working in **CSR Developers**, Uppal, Hyderabad.
 - Date : May 2024 to Current
 - Designation : Digital Marketing Manager
- b) Worked in **MMT Softtech**, Lakdikapul, Hyderabad. (Temporarily)
 - Date : Feb 2024 to April 2024.
 - Designation : Digital Marketer
- c) Worked in **IPCS Global Technologies**, punjagutta, Hyderabad.
 - Date : Nov 2022 to FEB 2024
 - Designation : Senior Analyst (Digital Marketing)
- d) Worked in **Advids.co**, Pune
 - Date : FEB 2021 to Nov 2022
 - Designation : Email marketer & Social media marketer
- e) Worked in **Zabian technologies**, Delhi (Vijayawada division).
 - Date : July 2019 to Dec 2020
 - Designation : service engineer
- f) Worked in **Fourth dimension solutions**, Delhi (Vijayawada division).
 - Date : Aug 2016 to Dec 2018
 - Designation : Project coordinator & HR manager in Vijayawada.
- g) Worked in **Karvy Data Managing** Services, Hyderabad (Ongole division).
 - Date : June 2014 to July 2016.
 - Designation : Technical Support Engineer / Jr HR manager
- h) Worked in **Pioneer E Labs**, Somajiguda, Hyderabad (Ongole division).
 - Date : June 2011 to July 2013.
 - Designation : Hardware Engineer.
- i) Worked in **DATA CREATIONS**, Vijayawada (Chirala division).
 - Date : Jan 2008 to Jun 2011.
 - Designation : Desktop Engineer

PERSONAL DETAILS:

Name : Kolamudi Narendra Nadh
D.O. B : 01-08-1984
Fathers Name : Vijayabhasakara Rao
Marital status : Unmarried
Languages known : Telugu, English, Hindi
Current working Loc : Hyderabad.
Reason for change : I want to learn something else & same project I have been working last 2 years.
Permanent address : 8 -83, Ramakrishna Puram
Chirala, Prakasam Dt., A.P. - 523155.

Declaration:

I hereby declare that the above information given by me is true to the best of my knowledge.

Yours Sincerely

(K. Narendra Nadh)