

VENKATA PRASANNA CHOWDAM

SEO MANAGER at Simpliaxis

Dedicated and results-driven SEO Manager with experience in developing and implementing effective search engine optimization strategies. Proven track record of optimizing website performance, increasing organic traffic, and improving search engine rankings. Seeking an opportunity to leverage my skills and contribute to the success of a dynamic organization.

Hello, my name is Venkata Prasanna C. You can simply call me Prasanna. Professionally I'm a Digital Marketing Expert. I have a proven track record of leveraging various digital channels to achieve business objectives and enhance online presence. Seeking a challenging role to utilize my expertise and contribute to the growth of a forward-thinking organization.

EXPERIENCE

Simpliaxis Solutions Pvt. Ltd — SEO Manager

Sept 2023 - Present

- Identified the indexing issues for thousands of pages and fixed them
- Optimized GMB profile with all relevant information and keywords
- Developed and executed comprehensive Global SEO strategies, resulting in an increase in organic traffic within the first 3 months
- Created Dashboard to present the website performance details in an effective manner
- Conducted thorough keyword research, competitor analysis, and market trends to identify opportunities for optimization
- Implemented on-page SEO best practices, including meta tag optimization, header tags, and content optimization, leading to improved search engine rankings
- Collaborated with cross-functional teams to ensure SEO considerations were integrated into content creation, website design, and development processes
- Utilized SEO tools such as Google Analytics, Google Search Console, Ahrefs, ScreamingFrog and SEMrush to analyze website performance and identify areas for improvement
- Executed link-building campaigns to enhance the website's authority and credibility
- Monitored and reported on key performance indicators (KPIs) such as organic traffic, keyword rankings, and conversion rates, providing regular updates to stakeholders
- Stayed current with industry trends and algorithm updates, adjusting strategies accordingly to maintain optimal search engine visibility
- Collaborated with content creators to ensure the integration of targeted keywords and SEO best practices.
- Monitored and reported on website analytics, providing actionable insights for continuous improvement.
- Executed digital marketing campaigns across various platforms, including Google Ads, Facebook Ads, and LinkedIn Ads, to drive traffic and generate leads.
- Managed social media accounts, creating engaging content and fostering community engagement to increase brand visibility and customer loyalty.
- Conducted A/B testing to optimize landing pages, emails, and ad

BTM Layout

Bangalore

9494919091

prasannasai54@gmail.com

SKILLS

On-Page SEO Optimization

Off-Page SEO Techniques

Keyword Research and Analysis

Competitor Analysis

Technical SEO

Google Analytics & GA 4

Google Search Console

Google Ads

Looker Studio

SEO Tools:
Ahrefs, SEMrush, Moz,
ScreamingFrog

Content Optimization

Link Building

Social Media Marketing

Analytics and Reporting

MS Office

WordPress & CMS

Math tools: MathJax, Latex,
Mathpic

CERTIFICATIONS

Google Analytics

SEMRUSH

EDUCATION

creatives for improved performance.

BYJU'S — Assistant Manager

June 2022 - Aug 2023

- Strategized on enhancing local SEO, driving organic traffic growth and more visibility on Google Results
- Suggested relevant secondary keywords to improve the content's relevance and visibility in search results
- Conducted thorough SERP features analysis, including FAQs, featured snippets, and tables, to optimize content for search engine ranking positions
- Analyzed traffic data from competitors to identify new questions
- Consistently monitor data sources to identify new trends and opportunities for content optimization
- Maintained top search engine ranking positions for the target keywords by implementing effective keyword strategies
- Conducted in-depth analysis of long-tail keywords to improve the relevance and engagement of the content
- Trained the team on SEO elements and best practices to improve the overall quality and effectiveness of content
- Planned and communicated monthly performance targets for the team and defined key metrics
- Always up to date with the latest search engine algorithms, ranking factors, and SEO tools
- Monitored the performance of the website using analytical tools
- Hands-on experience with keyword research and SEO tools (Google Analytics, Google Search Console, SEMrush, Ahrefs, Moz, Screaming Frog, etc)

Achievements

- *Contributed to increasing Fold 1 numbers by 10% (approx)*
- *Contributed to increasing Organic traffic by 45% (approx)*
- *Received "Impact Game Changer Award"*

BYJU'S - Senior SEO Content Writer

Nov 2019 - May 2022

Responsibilities

- Written non-plagiarized SEO Content for academic and non-academic keywords based on requirement
- Written concept-oriented web pages for the K-12 segment
- Produced solutions for various boards question papers
- Written off pages and guest blogs for generating backlinks
- Conducted thorough reference cross-checks to ensure the accuracy and credibility of sources
- Suggested relevant images and videos that can be embedded to enhance the reader's understanding and engagement with the content
- Quickly updated content details on the website based on seasonality and events notifications to ensure their relevance and timeliness

Achievements

- *Written High-quality SEO content for the website*
- *Optimized thousands of pages and made them rank in top 5 positions of SERP*
- *Identified new content opportunities through competitor analysis and keyword research*
- *Received "Best Performer Award"*

MBA - Finance & Marketing -
SV University

BSc - MScs - (Mathematics,
Statistics, Computer Science) -
Yogi Vemana University

Intermediate - MPC -
Narayana Jr College

SSC - ZP High School

LANGUAGES

Telugu, English, Hindi,
Kannada

Techpearl Software Pvt.Ltd — Content Developer

Sept 2018 - Oct 2019

Responsibilities

- Develop good quality content and guidelines for content creation
- Develop or edit the subject-related content of various boards/ global curriculum
- Create non-plagiarized Math content elements for the App.
- Create flashcards, MCQs, summary templates, and question banks for different boards such as CBSE, SSLC, and so on.
- Review peer's work and provide feedback
- Provide subject-related guidelines to the creative team to express the content with meaningful images

HirePro Consulting — Assessment Executive

March 2017 - Sept 2018

Responsibilities

- Create non-plagiarized aptitude and reasoning questions based on the client's requirements on various difficulty levels
- Do research and explore new areas of content creation.
- Develop modules where the admin can monitor the assessments
- Create Assessment Items as per the client's requirement and design the placement aptitude question paper for the different clients
- Quality review of peer content and providing proper feedback
- Quality check and quality approval of questions in the database
- Setting priorities, analyzing issues, and working towards the deadlines for content deliveries
- Ensure 100% quality and timeliness of deliverables for our various clients
- Communicating with team leads on a daily basis regarding client deliveries

RGUKT, RK Valley, AP — Academic Consultant

Aug 2016 - Dec 2016

- Tutor for Managerial Economics