

Anumula Rajender

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Objective:

Digital Marketing professional with experience in Search Engine Optimization (SEO), Social Media Optimization (SMO), Social Media Marketing (SMM), Lead Generation, Facebook Ads, LinkedIn Ads and Web Analytics looking for challenging and growth-oriented position and wanted to be part of successful organization. Undertaken marketing campaigns and ensured high success rates for clients.

Professional Summary:

- Having **10 Years** of experience in areas of Search Engine Optimization (SEO), Social Media Optimization (SMO), Social Media Marketing (SMM) Search Engine Marketing (SEM), Product based Marketing, Account Based Marketing and Web analytics.
- Monitoring and evaluating online media campaigns to keep them fresh and effective
- Working with other department heads and staff to discuss plans and marketing strategies
- Led efforts towards production of relevant and creative messaging as well as a conversion funnel to acquire qualified sales opportunities.
- Strategize, execute, manage and optimize paid social media ad campaigns for local and corporate social media channels.
- Provided strategic direction to Online / Digital Marketing Operations; managed all web marketing efforts and increased quality lead conversions from all sources including organic search, paid search and social media marketing
- Gained insightful knowledge by carrying out projects on various client websites, improving their organic rankings.
- Handling websites of different kinds simultaneously and ranked high for most of targeted keywords in top 10 in major search engines (Google, Yahoo and MSN)
- Good communication, interpersonal, problem-solving skills and spearheading a team of Executive to excel in performance and client deliverables for carrying out various SEO projects.
- Analysing requirement and providing web promotion solutions, which involves Search Engines Marketing plans Operational strategies like Keyword research, Competition analysis, Site analysis, Search Engine Optimization (SEO) Plan, etc
- Experienced in various projects involving Industry Research, Market Research, Online Advertising, Lead Generation, and Promotions, E commerce, Dynamic Sites, Online Branding, and Google Analytics.
- Foster positive relationships with our customers as their primary point of contact.

- Help clients implement services and plan projects effectively.
- Identify up selling and cross-selling opportunities, Work with sales teams to generate new business.
- Address customer issues with speed and efficiency.
- Having hands-on experience in HTML and WordPress Development and Maintenance.

Professional Experience:

- Currently working as a **Digital Marketing Lead** at **Nala Robotics LLP**, (**Aug'2022 to June'2023**) Hyderabad.
- Worked as a **Digital Marketing Lead & Business Engagement Manager** at **First Median Tech Solutions Pvt Ltd**, (**December'2020 to July'2022**) Hyderabad.
- Worked as a **Digital Marketing Strategist** at **Affluent Global Services Pvt Ltd**, (**February'2018 – November 2020**) Hyderabad.
- Worked as a **Digital Marketing Project Lead** at **Pixsense Digital Agency**, (**March 2016 to July 2017**) Hyderabad.
- Worked as a **Sr. Digital Marketing Analyst** at **Thinking Hat**, (**November 2015 to March 2016**) Hyderabad.
- Worked as a **Digital Marketing Analyst** at **Algoos Interactive**, (**February 2013 to November 2015**) Hyderabad.

Digital Marketing Roles and Responsibilities:

- Plan and execute all digital marketing, including SEO/SEM, Marketing Database, Email, social media and Display advertising campaigns.
- Design, build and maintain Organization social media presence.
- Implement and deliver activity across various digital marketing channels to generate quality leads to the organization.
- Measure and report performance of all digital marketing campaigns, and assets against goals (ROI and KPIs)
- Identify trends and insights and optimize spend and performance based on the insights.
- Brainstorm new and creative growth strategies
- Collaborate with internal teams to create landing pages and optimize user experience.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Generate strategies for 'search engine optimization', 'search engine marketing' and 'social media marketing' to get maximum exposure to the sites.
- Prepare Weekly and Monthly performance reports.
- Focus on the qualified traffic and sales with respect to the targets.

- Implement the Search Engines Marketing plans Operational strategies like Keyword research, Competition analysis, Site analysis and Search Engine Optimization (SEO) Plans.

PPC (SEM) Skills:

Account setup: setup up the PPC campaign to easily track the results.

Keyword Research: Using the product names as the keywords and using keyword research tools to generate more theme related keywords.

Keyword analysis: Conducting keyword analyses on a regular basis for identifying the cost taking keywords to prevent unnecessary spend.

Ad copy analysis: Identifying working keyword phrases that are used in the ad copies by implementing those can improve account performance further.

Strategic Bid Management

Prepare Weekly and Monthly performance reports.

- Creating Ad words Account
- Web site Analysis & traffic Analysis
- Keyword research
- Preparing Campaigns
- Preparing Ad Groups
- Preparing Ad Copy's for selected Ad Groups with Related Keywords
- Analysis of conversion Rate
- Analysis of Bidding Levels
- Prepare Weekly and Monthly performance reports.
- Focus on the qualified traffic and sales with respect to the targets.

Social Media Marketing:

- Setup up the PPC campaigns
- Preparing strategy for daily posts on Facebook, LinkedIn, Twitter, Instagram, and other social channels.
- Built programs and promotions to generate Traffic.
- Developed Member engagement.
- Built Facebook, LinkedIn, Instagram and Twitter apps and Designed Landing pages.

SEO Skills:

- **Site Analysis/Audit:** Complete technical report of the website. The report includes on-page and off-page factors of the website, Site Optimization Audits.
- **Keyword research:** Expert in using Google ad words keyword tool, Keyword discovery, word tracker tool and more.

- **On-page optimization:** Creating Titles, Keywords, Descriptions, Header tags and Alt tags as per major search engine guidelines, HTML validation as per w3.org standards.
- **Content Analysis:** Reviewing the content, special focus on checking for keyword density, keyword prominence and proximity.
- **Internal Linking:** Expert in linking within the website effectively as per search engine guide.
- **Web site traffic Analysis:** Good experience using Google analytics.
- **Blog:** Familiar with blogger.com and word press. Blog integration and customization
- **Article and Press releases:** Submitting the articles and Press releases to respective directories.
- **SMO:** Participating and submitting links in Forums, Social Communities, Bookmaking's, and Blogs (Blog Commenting).
- **Directory / Search engine submissions:** Suggestions for implementing the same.

Web Analytics Skills:

- **Website Analysis:** Analyse the website for traffic and keywords data includes, bounce rate, top landing pages, exit pages, etc.
- **Traffic Analysis:** Analyse the keywords that are targeted for SEO and compare with the previous moth data to check how it progress.
- **Dashboard Creation**

Business Engagement Manager Roles and Responsibilities

- Interact with customers, identify their needs, and suggest new products and services that suit their interests.
- Interact with the customers and take their feedback regularly.
- Contribute to engagement ideas on the company's social media pages.
- Collaborate with different teams and monitor all aspects of the project, including communication, development, and technology.

Recruitment Manager Roles and Responsibilities

- Communicate with clients to get a clear view on their hiring needs and organizational goals
- Support the organization in understanding talent needs. Provide advice on the appropriate hiring strategy and approach.
- Help and advice hiring managers on writing job descriptions, benchmarking, and candidate selection.
- Extensive experience with Full-Time recruiting. Understanding the needs of the Clients and matching candidates against those.

- Experience with Contract-to-hire and Permanent Staffing.
- Understanding the client requirements.
- Evaluating the candidate's competencies including Technical Skills, Communication skills through initial telephonic screening.

Technical Skills:

Analytic Tools : Google Analytics, Google Webmasters, GTM, Adwords,

Work Management Tools: Bitrix24, Zoho CRM, Hubspot, Zapier

Email Marketing Tools: Mailchimp, Sendinblue, HubSpot

SEO Tools : SEMRush, Ahref, SEO Quake, Small SEO Tools, WOORANK, SCHEMA.ORG

SMO Tools : HootSuite, Buffer, Social Studio,

Languages : HTML, CSS and WordPress

Educational Qualifications:

- **B.Tech with First class.** Specialization in Computer Science from Sarada Institute of Technology & Sciences, Khammam. Under JNTU, Hyderabad, TS.
- **Intermediate with First division (M.P.C)** from, RKJC, Warangal, TS.
- **SSC with First division** from KGVR, Warangal, TS.

Declaration:

I hereby declare that all the statements made herein are true to the best of my knowledge and belief.

Place: Hyderabad

Date:

(Anumula Rajender)