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| Lally Sowmya Yadala  Digital Marketing Executive | +91 9493 487 727 |
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**Objective:**

Experienced Digital Marketing Executive, proved in SEO,SEM, SMM, website development and maintenance, building, maintaining, and running successful digital marketing campaigns with strong analytical skills and ecommerce sales.

**Key Skills:**

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| Search Engine Optimization | Adwords | Analytical Skills |
| Search Engine Marketing | Data Studio | E-commerce Sales |
| Social Media Optimization | On-Page SEO | E-commerce SEO |
| Social Media Marketing | Off-Page SEO | E-commerce Paid Campaigns |
| Google Analytics | Link Building | MS Office |
| Webmaster Tool | Screaming Frog Tool | Canva |
| Website maintenance | Blogging | Social Media Content Preparation |

**Professional Experience:**

*Digital Marketing Executive from Feb, 2017 in Efftronics Systems Pvt. Ltd.*

*Digital Marketing Intern in I-Digital for 6 months*

**Branding**

* Responsible for developing, implementing and executing strategic marketing plans in order to attract potential customers and retain existing ones
* Building a strong brand connect with the target audience through campaigns
* Maintaining consistency in brand image, positioning, and communication across all customer touch-points
* Monitor competitive activities, brand health, and brand share.

**SEO & Website Maintenance**

* Conducting Website audits and applying On-Page and Off-Page techniques for better ranking in search results.
* Developing web pages for new solutions and services, making them search engine friendly and request indexing
* Applying link building techniques to improve healthy back links
* Updating website regularly according to the search algorithm updates
* Timely reporting to the management on website performance and content updates.

**SEM**

* Running Display and PPC campaigns depends on requirement
* Analysing competitor campaigns for better targeting and better positioning.
* Optimising the campaigns depends on ad performance for better results.
* Campaign performance analysis and reporting to the management.

**SMM**

* Maintaining consistency about the organisation in all online platforms.
* preparing and posting regular newsfeed content
* Analysing post performance and planning for next posts depends on engagement rate.
* Running campaigns for specific solutions for branding and for generating leads etc
* Searching for new methods, tools and techniques to reach customers engagingly

**E-Commerce**

* Creating seller profiles and brands in Ecommerce portal like Amazon, Flipkart and Snapdeel.
* Listing, optimization and selling products
* Running campaigns for quick sales
* Processing the orders in time to improve profile score in portal
* And also, we listed our products and solutions on trade portals for link building, lead generation and 80% of them are valid leads

**Leading Team**

In Business Development, we are Messaging team with 5 people, who prepares all the organisation's messaging content like brochures, graphic works, marketing content and all the promotional content for projects, and events. Along with my digital marketing works I used to plan and review their works and report them to the management.

**Education:**

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| **Course** | **Institute/ College** | **Year** |
| SSC | St. Ignatius Girls High School | 2008 |
| Intermediate(+2) | St. Ann’s Jr. College for Girls | 2010 |
| B.Tech (CSE) | SRK Institute of Technology | 2014 |

**Personal Data:**

Full Name : Yadala Lally Sowmya

Father Name : Prasada Rao

Languages Known : Telugu, English, Hindi