**Y. SWETHA**

DIGITAL MARKETING SPECIALIST

Contact: +91 9705304288 E-mail ID: [swethayeramati47@gmail.com](mailto:swethayeramati47@gmail.com)

**PROFESSIONAL PROFILE**

I have 5+ years of experience in the field of digital marketing in SEO, SMO, SMM, SEM, Email Marketing, Website Designing, Adobe Photoshop, Adobe Premiere I am looking out for a challenging job in the digital marketing field with a competitive

An environment that offers me the opportunity to exploit my interpersonal and

Intellectual skills and experience to the maximum potential for the growth of self as well as of the concern wherein I get such a chance.”

**WORK EXPERIENCE**

* Working as a Senior Digital Marketing specialist for CyberMart India. from October 2022 to Present
* Worked as a Digital Marketing specialist for My Digital Housing. from June 2021 to September 2022
* Worked as Digital Marketing specialist Pushpa Interiors, Yanala Media from Dec 2019 to June 2021.
* Worked as SEO Executive for Acaricide India Pvt Ltd from July 2018 to Dec 2019.

# Digital Marketing Experience

**Search Engine Optimization:**

* + Working on Search Engine Optimization with good knowledge of On-page & Off-page optimization
* Canonicalization, 404 errors, 301/302 redirection, crawl errors, duplicate content, robots.txt file, XML & HTML site map problems, broken links, test & resolve website page load speed issues & conduct mobile-friendly test for readability and usability problems on different browsers.
* Formulating suitable strategies for high-quality & durable Link-Building without getting blacklisted.
* Executing the suitable way of Link-Building by various ways like Blog Commenting, Guest Posting, Google Bookmarking, Press Release, Article Submissions, Directory Submissions, classified Postings, etc.
* Dealing with web designing, testing, and developer team to get the desired output.
* Preparing website analysis and competitor analysis.
* Finalizing keywords, meta tags, alt tags, image optimization, URL optimization
* content optimization and implementing search engine-friendly website.
* web promotion by posting blogs, forums, newsletters, and press releases, etc.
* Working with a graphic designer for social media Pages, video editing, PPT, etc.
* Manage all social media channels such as Facebook, Twitter, Instagram and LinkedIn, Medium and Reddit
* Updating the social media calendar on daily basis.
* Experience on what’s app marketing & E-Mail Marketing
  + Keyword Research & Website Analysis
  + Keyword Addition on web pages & Content Creation
  + Static & Dynamic Website Optimization
  + Off-Page Optimization (Blog, Directory & Social Book Marking)
  + Business Listing, Local Listings, Blog, Articles, Forum, Press Release, Document Sharing, Image Sharing, Classified Submission
  + Preparing Report.
  + Link Building (both reciprocal and one way)
  + Review of Traffic Reports Using Google Analytics

# Social Media Executive:

* + Assisted the marketing team with developing and implementing social media strategies.
  + Maintained strong social media and brand presence across Twitter, Facebook, Instagram, and LinkedIn platforms.
  + Developed online marketing campaigns and effectively increased brand awareness.
  + Manage social media planning for the execution of marketing strategies and community management.
  + Developed weekly progress reports and campaign summary reports.
  + Compiled social media postings, email blasts, and newsletter articles.
  + Implemented plans to develop a highly engaged online community.
  + Functional knowledge of optimizing social media impact and engagement activities.

**ADWORDS**

* + Experienced on Google Display Ads, Search Ads, Video Ads, Performance Max Ads,

Shopping ads.

* + Track, report, and analyze website analytics and PPC initiatives and campaigns.
  + Manage campaign expenses, stay on budget estimate monthly costs and reconcile

discrepancies.

* + Research and analyze competitor advertising links.

# YouTube:

* + Managing the official YouTube accounts
  + Responsible for the day-to-day activities on your YouTube channels
  + Responsible for content promotions
  + Maintain metadata and keep a record of all the videos getting uploaded.
  + Daily Monitoring YouTube analytics and Metrics
  + Hands-on experience on YouTube Lead Generation
  + Good Knowledge on Increasing Subscribers, Views, and Watch hours

# Website Designing & Development:

* + Experience on WordPress, Woo commerce, Magento
  + Working On Responsive Website designing
  + Designing on SEO Friendly Websites
  + Designing on E- Commerce Websites

**Operating System**: Windows 2010 Server, Windows XP

**Packages and Tools**: Microsoft Office

**Technical Skills**: HTML, CSS, WordPress, Adobe PhotoShop, Adobe Premiere, Canva

# Educational Qualification

* + B. Tech (ECE) from Vijay Rural Engineering College (JNTUH), Hyderabad
  + XII (MPC) from Vijaya Sai Junior College, Bodhan
  + X from Sri Venkata Sai high school, Nizamabad

# Personal Details

Husband Name Y. Sitharama Raju

Address Kukatpally, Hyderabad

Date of Birth 8 May 1995

Languages English, Telugu

Hobbies Listening Music

# My Strength

* + Quick Learner of Business Processes and New Technologies
  + Versatile and Easily Adaptable to Work in Any Environment
  + Positive Attitude, Confidence, and Ability to Withstand Pressure
  + Good Communication Skills, Self-Starter and Highly Motivated

# Declaration

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Date: Y.Swetha

Place: