



RADHA SHAIK

Digital Marketing Manager

About Me

Results-driven Digital Marketing Manager with 9+ years of Experience in SEO, SEM, paid advertising, and analytics to drive brand growth and ROI. Skilled at leveraging data to optimize strategies and deliver measurable results.

Contact

+91- 8977285802

skradha123@gmail.com

<https://www.linkedin.com/in/radha-shaik-b2891457/>

Chirala. AP.

Skills

- SEO/SMO
- Content Management
- PPC, Facebook, YouTube ads
- Email Marketing
- Digital Marketing, Google Analytics, Ahref, SEM rush, UbberSuggest
- Canva, thumbnail Design, video editing

Work Experience

Digital Marketing Manager

2023 - Current

UniNets

- Designed and implemented comprehensive digital marketing strategies, increasing website traffic by 700% and lead conversions by 100%.
- Developed and executed content marketing campaigns, including blogs, email newsletters, and social media, resulting in 100% engagement growth.
- Analyzed campaign performance using Google Analytics and generated actionable insights to refine future strategies.
- Collaborated with teams attended meetings , implement Marketing Strategy.

Youtube Manager

2019 - 2023

Live TV Channels

- Got 355K subscribers.
- YouTube silver play button reward.
- Getting organic search Results.
- Banner Creation, Thumbnail Creation, Logo creation , Video
- Editing and Voice Adding.

Sr. SEO Executive

2018- 2019

Yupptv

- Consistently increased site organic, referral, and social media traffic.
- Often increased conversions (leads) through Google AdWords (PPC) campaigns.
- Shown ability to significantly improved keywords ranking.
- Handling Search Engine Optimization for Yupptv TV channels, Yupptv Bazaar, Yupp News, and Yupptv Movies websites involving in all areas of On-Page Optimization and Off- Page Optimization.
- Apart from SEO other significant work is handling PPC Campaigns on AdWords Tool.

2019 - 2023
Monitoring Web Analytics dashboards reports and key reporting tools and point out key areas to improve the results. Websites -<http://www.yupptv.com> .

Language

- English
- Telugu
- Hindi

Honor Awards

YouTube Silver play Button

Intrests

- Blogging

SEO Analyst

2015- 2019

RSIBS

- Consistently increased site organic, referral, and social media
- traffic.
- Generating Report for Traffic Analysis using Google
- Analytics, extreme tracking and preparing the Manual report
- in Excel format of the keyword ranking.
- Managing (Posting &Interacting) on client's social media profiles.

Education

St.Anna's Collage

2009- 2012

MCA(Master of Computer Applications

Projects:

Working Projects

- Rstrainings.com
- yupptv.com
- Uninets.com
- digitechvibe.com
- webmoneymantra.com

Certification

Google Ads Certification

sk.Radha