


Yanamala Keerthana

Adoni, Andhra Pradesh.

7674803349 | ykeerthana55@gmail.com

 <https://niitp4.wixsite.com/ticket-hunt>

 <https://www.linkedin.com/in/y-keerthana>

Objective

Passionate, adaptable and always hungry for knowledge, I continuously seek out new tools, techniques, and strategies to stay at the forefront of the ever-evolving digital landscape. I'm driven by the satisfaction of helping businesses thrive and exceed their goals in the digital world. As a recent certified digital marketer, I am seeking a role which allows me to continue to learn and sharpen my skills as I provide high-quality work, and encourages me to flourish as a digital marketer.

Education

- **Lovely Professional University, Jalandhar, Punjab.** 2017 - 2021
B.Tech (CSE)
7.34
- **Narayana Junior College, Kurnool, Andhra Pradesh.** 2015 - 2017
Intermediate (MPC)
9.79
- **Narayana E-Techno School, Adoni, Andhra Pradesh.** 2014 - 2015
Matriculation
9.80

Certifications

- **Full Stack Digital Marketing**
NIIT (Online)
November, 2022 - April, 2023
- **Machine Learning**
Board Infinity
May, 2019 - July, 2019
- **C language and C++**
Real Point Computer Education
April, 2017 - July, 2017

Skills

- Digital Marketing
- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Search Engine Marketing (SEM)
- PPC Campaign Management
- Facebook Ads
- Google AdWords
- Google Analytics
- Keyword Research
- Competitor Analysis
- Email Marketing
- E-Commerce
- MS Office
- Content Writing
- Campaign Management

Projects

- **Ticket Hunt (Digital Marketing)**

Ticket Hunt | 14 April, 2023 - 5 May, 2023

This is an online ticket booking website for live music concerts happening in different cities.

- **Created a digital marketing plan:-** Identified key problems that client is facing and provided best possible solutions. Did Competitor analysis along with creating marketing brief.
- **Designed a website:-** <https://niitp4.wixsite.com/ticket-hunt> Established a well structured website for client using wix platform along with keyword research and content writing.
- **Performed SEO techniques:-** Outlined the factors to be improved for website to be SEO friendly by doing site audit. Successfully did the On-page and Off-page optimization
- **Created marketing Content:-** Identified appropriate social media channels and created content calendar for 30 days and also created posts using Canva. Also enabled email marketing strategy for social media channels and for the website.
- **Executed paid social campaigns (Facebook & Instagram):-** Organized two different campaigns for the social media channels (Awareness & Traffic).

1. Gained over 27.541K+ reach for the platform from the target audience and location.
2. Got over 170+ link clicks for the website.

- **Performed paid search campaigns (Google Ads):-** Created three different type of campaigns on google ads (Search, Display and Video).

1. Achieved 151 link clicks on search ad with impression of 3.03K.
2. Got the average CTR of 4.98% with CPC of 2.81Rs.

- **Scenery Detection using RESNET**

Capstone Project | January 2021 - April 2021

This is a capstone project where we have used RESNET, an updated technique in deep learning to detect sceneries and classify them into various classes.

Achievements & Awards

- Awarded First Prize for Good Academics.
- Awarded Prize for Qualifying Level One of International Maths Olympiad (IMO).

Languages

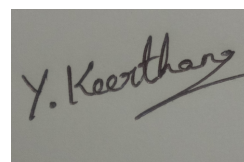
- English
- Hindi
- Telugu

Activities

- Participated in National Entrepreneurship Conclave held at Lovely Professional University.

Personal Details

- Date of Birth : 29/07/1999
- Nationality : Indian
- Gender : Female



YANAMALA KEERTHANA