**RESUME**

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**VENKATESWARA RAO BATTULA**

E-mail: battula.venkat777@gmail.com

Mobile: +91-9666901820

**CAREER OBJECTIVE**

To work in a competitive and fair environment. Always ready to take up challenges and explore my strengths and potentials in an organization to meet employer’s expectations. I would like to work in team and render my services impeccably to the organization.

**PROFESSIONAL EXPERIENCE**

A solid background in managing relevant keywords, keyword bidding strategies & measuring success of SEO analyst in online marketing to ensure ROI.

**My Employment History:**

**Organization:** RST Web Solutions Pvt Ltd June 2015-Till now, Serving as a senior Digital Marketing Analyst.

**PPC Roles & Responsibilities**

* Creating, implementing, tracking, analyzing and optimizing Paid Search campaigns.
* Develop, recommend, and execute proposal, account, & campaign strategy
* Analyze performance of Customer’s portfolio of paid search marketing campaigns
* Provide ongoing reporting of search program performance metrics
* Search engine marketing/SEM, Pay Per Click Marketing (PPC) Social Media/SMO
* Responsible for Pay Per Click Vendor ad copy creation, keyword research, keyword traffic estimates and analytics analysis.
* Analyze detailed data including CPC, impressions, CTR and conversions to reach desired CPA levels, increase ROI and increase lead generation.
* Keyword Analysis
* Initial Analysis Report
* Google Ad words(PPC).

**Social Media Optimization Roles & Responsibilities**

* Identify, evaluate and monitor relevant social media channels.
* Implement strategies for using social media channels for marketing purposes.
* Establish relationships with online communities by identifying key influences.
* Manage social media properties such as Face book, LinkedIn, MySpace and twitter.
* Assist in moderating forums.
* Prepare status reports.

**EDUCATIONAL QUALIFICATION**

**Class X (CBSE)**

* Class X (SSC) - S S V N School (87.5%)
* Class XII – Vasavi junior College (62.5%)
* B.Tech(EcE) –Eswar College of Engineering (62%)

**Technical Skills**

* Search Engine Marketing(PPC)
* Social Media optimization(SMO)
* MS office
* Social Media Marketing
* Bing Ads
* Google Analytics

**STRENGTHS:**

* Honest
* Hardworking
* Self motivate.
* Positive thinking

**PERSONAL PROFILE**

Fathers Name : Srinivasara Rao

Date of Birth : 09-8-1994

Sex : Male

Marital Status : Single

Nationality : Indian

Present Address : **battula.venkat777@gmail.com**

2-127 KV Palem, (G) Muppala, Guntur (Dist), AP-522408

**DECLARATION**

I hereby asseverate that all the details mentioned above are true and authentic to the best of my knowledge.

Place: Hyderabad

Date: (VENKATESWARA RAO BATTULA)