SRINIVAS MUSUGU

**8686815552|**[**srinivasmusugu612@gmail.com**](mailto:srinivasmusugu612@gmail.com)**|**[**linkedin.com/in/srinivas-m**](https://www.linkedin.com/in/srinivas-m-a28662309/)

**SUMMARY**

Digital Marketing professional with 8 months of hands-on experience in SEO, site evaluations, and boosting online traffic and brand visibility. Proven expertise in resource optimization, market analysis, keyword research, and data-driven strategies to enhance online performance. Skilled in Google Analytics, SEMrush, and PPC management, with a focus on driving traffic, improving conversion rates, and increasing brand recognition.

**EDUCATION**

**Master of Business Administration in Finance Jul’19 – Aug’21**

Telangana University.

**Bachelor of Commerce in Computers**  **2014-2018**

Telangana University.

**TOOLS**

Google Analytics, Google Search Console, Canva, WordPress, Mailchimp, HubSpot, Google Ads   
LinkedIn Campaign Manager, Twilio, ChatGPT.

**SKILLS**

Digital Marketing Strategy, Web Analytics, Planning SEO Strategy, Planning “Content Marketing”, PPC Advertising (Google Ads, Facebook Ads), Social Media Management, Problem-solving, Critical thinking, Written Communication, and Content Creation.

**PROFESSIONAL EXPERIENCE**

**Digital Marketing Executive: AIML LABS PVT LTD Bengaluru Mar’24 - Present**

* Developed and executed digital marketing strategies to increase brand awareness, drive website traffic, and generate leads.
* Managed and optimized pay-per-click (PPC) advertising campaigns on platforms like Google Ads and Facebook Ads, resulting in improved click-through rates and cost per acquisition (CPA) reduction.
* Conducted comprehensive keyword research and on-page optimization to enhance SEO performance, leading to significant organic search traffic growth.
* Created and curated engaging content for the company's blog and social media channels, resulting in increased social media engagement.
* Collaborated with the design team to create visually appealing ad creatives and landing pages.
* Monitored and analyzed website analytics using Google Analytics to identify areas for improvement and growth.
* Stayed updated on industry trends and best practices to continually optimize digital marketing efforts.

**PROJECT: Comprehensive Digital Marketing Strategy**

**Description:** Oversaw a multifaceted digital marketing campaign. This included implementing SEO, social media marketing, and email marketing strategies to increase online visibility, engage with the audience, and nurture leads.

* Conducted keyword research and implemented on-page and off-page SEO optimizations.
* Managed the firm's social media profiles, creating and curating relevant content.
* Developed and executed social media marketing campaigns to increase brand awareness.
* Implemented email marketing campaigns to nurture leads and provide valuable tax-related content.
* Analyzed campaign performance and adjusted strategies for optimal results.
* Collaborated with the marketing team to maintain a consistent brand voice across all digital channels.

**PROJECT: SEO (On-Page, Off-Page, Technical, Local SEO)**

**Description:** Spearheaded a comprehensive SEO initiative, covering on-page, off-page, technical, and local SEO strategies. This resulted in higher organic search rankings, increased web traffic, and improved online visibility.

* Conducted a thorough SEO audit and analysis of the website.
* Implemented on-page SEO techniques, including optimizing meta tags, content, and site structure.
* Developed and executed off-page SEO strategies, including link-building and content outreach.
* Addressed technical SEO issues to improve website performance and indexing.
* Monitored and reported on key SEO metrics and performance improvements.