

UPPRI VINAY KUMAR

SEO INTERN – DIGITAL MARKETING

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Summary

BBA final year student and Digital Marketing SEO Assistant Intern with hands on experience in SEO analysis, keyword research, and content optimization. Quick learner with strong attention to detail.

Skills

Basic SEO (On-page & Technical understanding)

Competitor Analysis

Keyword Research (basic)

Website Audit (identifying gaps & improvements)

Content Optimization (basic)

Experience

Digital Marketing short term Intern

MAY 2025 - JUNE 2025

Eviternship Pvt Ltd (Remote)

- Completed a short-term online internship focused on SEO, content marketing, and social media.
- Gained practical experience with **competitor analysis**, and **website audits**.
- Learned **keyword research basics**, including search intent and **keyword selection**.

Digital Marketing long term Intern

- Present

ANANTHA PROJECTS & TECHNICAL SERVICE PVT LTD (on-site)

- Assisted in optimizing **headings, meta tags, and internal linking** for better search visibility.
- Conducted competitor analysis and keyword research to support SEO strategies.
- Used **Google Search Console** and **GA4** to track performance metrics.

Projects

Personal Website (SEO Practice Project)

Website: upprivinaykumar.in

- Built and optimized my own website to practice **SEO** fundamentals.
- Self-learning SEO project focused on **website optimization** and **competitor analysis**.
- Turned SEO concepts into action on a **live web project**.

certificates

Digital Marketing short-term Internship Certification - 2025

MAY 2025 - JUNE 2025

Gained foundational digital marketing experience through a structured internship program, focused on learning how **SEO principles** are applied to real websites and content.

Education

Bachelor of Business Administration (BBA Honours)

- Present

Rayalaseema University, kurnool.

Developed a strong understanding of business fundamentals with emphasis on marketing, strategy, and analytical skills.