

Manish Bethi

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Objective

Aspiring Digital Marketing Specialist skilled in **SEO (On-Page, Technical & Off-Page)**, **content strategy**, **analytics**, and **paid media**. Eager to drive growth and search visibility for progressive brands using data-driven campaigns and cutting-edge marketing tools.

Skills

- On-Page Optimization: meta tags, headings, URL structure
- Technical SEO: crawl audits, site speed, mobile-friendliness, schema markup
- Off-Page SEO: link-building campaigns, outreach, domain authority
- Keyword Research & Strategy (Google Keyword Planner)

Hobbies

- Video Editing & Photo Editing
- Learning New Skills

Education

SR UNIVERSITY, ANANTASAGAR – B. Tech

Electronics and Communication Engineering, Mar 2020 - May 2024 | Aggregate: 70%

SR JUNIOR COLLEGE, WARANGAL – Intermediate (MPC)

Apr 2018 - Feb 2020 | Aggregate: 88%

SHINE HIGH SCHOOL, HANAMKONDA – SSC

Apr 2017 - Mar 2018 | Aggregate: 88%

Internship

Wyreflow Technologies - Tester Intern

- Conducted testing for the Hiremi app, focusing on critical features such as account setup, login, and defect tracking.

Strengths

- Self-Motivation: A proactive approach towards achieving goals and meeting deadlines independently.

Projects

- **SEO Portfolio Site:** Built and optimized a sample website using SEMrush, Search Console, and Screaming Frog; tracked SERP improvements
- **Content Campaign Simulation:** Developed a blog and social media calendar targeting long-tail keywords; simulated publishing to evaluate organic visibility gains

