

Agraharapu Sri Datta Devi

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PROFESSIONAL SUMMARY

Digital Marketing & SEO Specialist with a proven track record of driving significant engagement, traffic, and conversions. Expertise in developing and executing comprehensive digital strategies, spanning SEO, social media marketing, content creation, and deep analytics. Successfully managed diverse client portfolios, including high-growth initiatives at Constructionkart, and generated substantial website traffic through targeted campaigns.

SKILLS

Digital Marketing Skills:

1. Search Engine Optimization (SEO): Keyword research, on-page optimization, link building, and technical SEO.
2. Pay-Per-Click (PPC) Advertising: Google Ads, Facebook Ads, .
3. Social Media Marketing: Facebook, Twitter, Instagram, LinkedIn, and content creation.
4. Google Analytics
5. Creating graphics with Canvas
6. AI : ChatGPT , Sora AI, Gemini ai , Grok AI, etc.

WORK EXPERINCE:

Digital Marketing Executive Constructionkart

(Jul 2025- present)

- Highly skilled digital marketing executive with a proven track record of developing and executing comprehensive digital strategies. Expertise includes:
- Web Management & SEO: Improving website performance and search engine rankings.
- Social Media Marketing: Creating and managing effective Facebook ad campaigns.
- Content Creation: Designing compelling visuals, including video editing and poster design.
- Analytics: Using data to inform decisions and measure campaign ROI.

Digital Marketing Executive Rambabu Media House

(Feb 2024- Sep2024)

Utilized digital marketing expertise to drive online presence for diverse clients, including NGOs such as:

- Amma Nana Anadha Ashramam NGO
- Seva Bharat NGO
- Gattu Productions

Key Responsibilities and Achievements:

- Developed and implemented social media strategies to increase followers and engagement
- Created and curated high-quality content for websites, blogs, and social media platforms
- Conducted keyword research and optimized website content for improved search engine rankings
- Analyzed website analytics to track traffic, engagement, and conversion rates
- Successfully generated significant website traffic, leveraging innovative strategies to enhance online engagement and visibility
- Collaborated with cross-functional teams to launch targeted email marketing campaigns and promotions

EDUCATION

1. Bachelor of Technology (B.Tech) in Electronics and Communication Engineering

- Pragati Engineering College, Surampalem (2021-2025)
- Current CGPA: 7.85

2. Intermediate (MPC)

- Sri Chaitanya Junior College (2019-2021)
- Percentage: 93%

3. Secondary School Certificate (SSC)

- Adharsha Vidyalaya E.M High School (2018-2019)
- CGPA: 9.5

HOBBIES AND ACTIVITIES

Dancing: Passionate about various dance forms, enjoying expression through movement

Cooking: Exploring culinary delights, experimenting with new recipes and flavors

Learning New Technologies: Eagerly staying updated on emerging trends, expanding skill set through continuous learning

NSS Volunteer (3 Years)

- Contributed to community development through various social, cultural, and environmental initiatives
- Completed 190 hours of volunteer service, earning a certificate of appreciation
- Developed skills in teamwork, leadership, and communication through hands-on experience.

LANGUAGES

1. English (Proficient)
2. Hindi (Intermediate)
3. Telugu (Proficient)