

POTHUKANURI SAIVINEETH

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CAREER OBJECTIVE

Motivated Computer Science graduate with a foundational understanding of SEO principles, aiming to contribute to effective digital strategies and website performance as an entry-level SEO Executive.

EDUCATIONAL QUALIFICATION

Bachelor of Technology (B.Tech) – Computer Science and Engineering

Aurora's Technological and Research Institute, Hyderabad

Jawaharlal Nehru Technological University, Hyderabad

2019 – 2023 | CGPA: 6.0

WORK EXPERIENCE

Qyuki Digital Media, Mumbai

YouTube Optimization Internship (Remote)

March 11, 2024 – September 30, 2024

- Conducted keyword and SEO research to optimize video titles, descriptions, and tags, improving search visibility and organic reach.
- Crafted clear, keyword-rich titles to enhance discoverability and increase click-through rates (CTR).
- Optimized video metadata including descriptions, tags, closed captions, and playlists according to YouTube SEO standards.
- Monitored key performance metrics such as watch time, likes, comments, and audience retention to evaluate content effectiveness.
- Utilized YouTube Studio analytics to generate performance reports and deliver actionable insights for content strategy improvements.

KEY SKILLS

- Keyword Research & SEO Optimization
- YouTube SEO (Titles, Tags, Descriptions, Thumbnails)
- Content Strategy & Audience Analysis
- YouTube Studio Analytics
- Basic HTML & CSS

STRENGTHS

- Strong technical foundation with creative SEO application
- Quick learner, adaptable to digital tools and trends
- Analytical thinker with a data-driven mindset
- Excellent communication and time management skills

PERSONAL DETAILS

Date of Birth: 12/08/2001

Gender: Male

Languages Known: English, Telugu

DECLARATION

I hereby declare that the information provided above is true to the best of my knowledge and belief.

Place: Hyderabad

Signature: Pothukanuri Saivineeth