

Yoggu Varshita

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SUMMARY

Digital Marketing professional with proven expertise in SEO, SEM, PPC, social media marketing, content creation, Google campaigns. Skilled at developing strategies to boost brand awareness, lead generation, and Social media handling, Paid marketing, paid marketing.

EDUCATION

Hindi Maha vidyalaya
(HYD)

2021 - 2024

Kasturba Gandhi Junior College (HYD)

2019 - 2021

ST. Philomena High School - (HYD)

2019

Bachelor of Life Science

Biotechnology, Microbiology and Chemistry. - ((8.11-CGPA)

Higher Secondary Certificate

BIPC - (6.2- CGPA)

Higher Secondary School

SSC - (8.0-CGPA)

PROJECTS

Social Media Marketing : "Created and managed 'all_about_skin22', a beauty product review page focused on providing honest skincare and makeup reviews, driving user engagement and brand awareness."

Website Development : Contributed to the development and content optimization of www.Practiceatteks.com website, enhancing user experience and improving site visibility through SEO best practices.

Google Ads : Managed Google Ads traffic and awareness campaigns to increase brand visibility and drive targeted audience engagement through strategic keyword and ad copy optimization.

Editing : Created a videos and carousels by using canva and inshot.

Hands-on experience on Wordpress platform and various plugins.

CERTIFICATION

Digital Marketing :

InfoZ IT (6 months)

Search Engine Optimization

Hubspot Academy (2025)

TECHNICAL SKILLS

SEO

Google Ads

Keywords Research

Social Media

Paid media advertising

LANGUAGE

English

Hindi

Telugu

TOOLS COMPETENCY

MS.Suits

Canva

Semrush

Google search console

google analytics