

MOTAMARRI MALLIKHARJUNARAO

Digital Marketing Executive | SEO | SMM | PPC
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Linkedin

EDUCATION

MVR College of Engineering and Technology, JNTUK
Civil Engineering B-Tech
Percentage: 71.1%

Vijayawada
Aug 2016 - April 2020

EXPERIENCE

Harmony United Med Solutions Pvt. Ltd. | Digital Marketing Executive Hyderabad | Dec 2023 - Present

- Increased organic traffic by 25% through on-page and off-page SEO strategies. - Conducted website audits, resolving 50+ technical SEO issues, improving site rankings by 15%. - Managed PPC campaigns, achieving a 20% higher ROI through optimized bidding strategies. - Published 20+ SEO-optimized blog posts, resulting in a 30% increase in engagement. - Generated weekly and monthly reports, tracking KPIs and suggesting actionable improvements.
- On-Page SEO: Optimized meta tags, content, and images, improving keyword rankings by 20%. - Off-Page SEO: Built 50+ high-quality backlinks through guest posting and outreach. - Technical SEO: Improved website speed by 40% and mobile responsiveness. - Local SEO: Optimized Google My Business, increasing local search visibility by 25%. - Competitor Analysis: Conducted regular competitor analysis to refine SEO strategies.

SKILLS

Programming Languages:	Java
Libraries/Frameworks:	Search Engine Optimization (SEO), Pay-Per-Click (PPC), Social Media Marketing (SMM), Campaign Management, Website Optimization, Market Research
Tools / Platforms:	VS Code
Databases:	SQL Lite

PROJECTS / OPEN-SOURCE

Harmony United Psychaiatric Care *SEO-on page, SEO-off page, Google Ads, Meta Ads, Instagram Ads, Email Marketing, Google Reviews, Google Analytics*

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