

SHIVAKUMAR THODETI

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Career Summary

Dedicated and fast-learning professional with 1 year of experience in **Digital Marketing (SEO, SMM)** and a basic understanding of **Web Development**. Skilled in SEO, Social Media Marketing, and Content Creation.

Education Qualification

Master of Computer Applications from Chaitanya Bharathi Institute of Technology - Hyderabad

Technical Skills

- **Digital Marketing:** Search Engine Optimization (SEO), Social Media Marketing (SMM)
- **Analytics Tools:** Google Analytics, Google Search Console, SEMrush
- **Content Management Systems (CMS):** WordPress (Blog posting)
- **Web Technologies(Basics):** HTML5, CSS3, JavaScript
- **Design Tools:** Canva (Basics)

Work Experience:

Digital Marketing Executive

4Sidestv Telugu Digital Channel, Hyderabad - April 2024 - March 2025

- Managed SEO activities including on-page optimization, keyword research, and content improvement
- Handled Social Media Management (SMM) across platforms like Instagram, Facebook, and LinkedIn
- Used Meta Business Suite for scheduling, monitoring, and basic post-boosting (organic only)
- Created monthly reports using Google Analytics and Meta Insights
- Worked closely with designers and developers for social and web content