

# GURUNADHAM CHANDRA

Digital Marketing Executive/Specialist

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## Summary

Enthusiastic and highly motivated recent graduate with a degree in B.Sc. Equipped with a strong foundation in Digital Marketing through academic coursework and hands- on projects. Quick learner with excellent problem-solving abilities and a passion for technologies. Eager to contribute to a dynamic team environment and apply skills in Digital Marketing Executive/Specialist. Committed to continuous learning and professional growth.

## Skills

Project Management | Leadership | Problem Solving | Excel | Domain | Hosting | Website Designing Search Engine Optimization (SEO) | Search Engine Marketing (SEM) | Social Media Marketing (SMM) | Email Marketing Content Marketing | Blogging! Google Search Console Google Tag Manager | Google Analytics | Google Ads | Meta Ads Canva

## Education

| Qualification    | College / School Name                            | Year of Pas Out | Percentage |
|------------------|--------------------------------------------------|-----------------|------------|
| Degree (B.Sc)    | Tellakula Jalayya Polisetty Somasundaram College | 2022            | 83%        |
| Intermediate     | NRI College                                      | 2019            | 83%        |
| 10 <sup>th</sup> | Swamy School                                     | 2017            | 85%        |

## Projects

### 1. Freelancing Project: metalandmore.in

**Client:** N. Dilip Kumar | **November 2024-January 2025**

#### Overview:

Spearheaded digital marketing efforts for Metalandmore. in, a metal products platform, to enhance online visibility, drive traffic, and generate quality leads.

**Digital Strategy Development:** Crafted and executed a tailored digital marketing strategy focusing on SEO, PPC, social media, and content marketing. Search Engine Optimization (SEO): Improved on-page and off-page SEO,

resulting in higher search engine rankings and increased organic traffic. Pay-Per-Click (PPC) Campaigns: Managed and optimized PPC campaigns (c.g., Google Ads, Facebook Ads) to boost brand awareness and conversions

while ensuring a positive ROL Content Marketing & social media: Developed engaging content (blogs, posts,

email newsletters) and managed social media channels to enhance audience engagement and build brand loyalty.

**Analytics & Reporting:** Utilized tools like Google Analytics and social media insights to track performance, generate reports, and refine strategies based on data-driven insights.

**Technologies & Tools:** Google Analytics, Google Ads, Facebook Ads Manager, SEMrush/Ahrefs, WordPress, Hootsuite/Buffer

## 2. Digital Marketing Intern

***Amplify Insights Company | Feb 2025 – May 2025***

3. Supported senior marketers in **SEO, social media, and paid ads campaigns**.
4. Learned to Analyze **YouTube channel data** to track audience growth and retention.
5. Assisted in setting up **Google Ads and Facebook/Instagram ads**, gaining practical hands-on experience.
6. Contributed to website updates, **creative design work**, and basic content optimization.
7. Presented weekly reports and shared ideas for campaign improvement.

## 3. Digital Marketing Executive

***Amplify Insights Company | May 2025 (Present Working)***

- Drove growth for company's **YouTube channels** by tracking analytics, optimizing SEO, and improving content performance.
- Planned, launched, and monitored **Google Ads and Meta Ads campaigns**, achieving better reach and ROI.
- Handled **Google AdSense** integration and performance reports for monetization.
- Designed and updated **company website** with engaging layouts and responsive design.
- Created **social media creatives, ad graphics, and marketing materials** using Canva.
- Regularly prepared campaign performance reports and suggested improvements for better results.

## Strengths

**Creative Problem Solving:** Utilize creative solutions to tackle challenges, evident in the 20% increase in project delivery efficiency at freelancer.

**Strong Leadership:** Experienced in leading and mentoring teams, resulting in highly efficient project execution.

**Efficient Resource Allocation:** Spearheaded the reorganization of resource allocation in

projects, resulting in a 15% cost reduction.

## **Certifications**

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- Digital Marketing - Front lines media
- Digital Marketing

## **Languages**

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- English
- Telugu

**Place:**

**Date:**

Gurunadham Chandra