

RESUME

G. Mallika

H-No: 1-27-60 Bapujinagar Bowenpally Secunderbad 50009,
(+91) 8341955474 gmadhumallika@gmail.com

Summary

Digital Marketing professional with proven experience in SEO, social media, and online advertising. Skilled in driving traffic, boosting engagement, and increasing ROI through data-driven strategies

Highlights

- Website Design
- Social Media Marketing (SMM)
- Search Engine Optimization (SEO)
- Google Ads
- Email Marketing
- Google Analytics
- Keyword Research
- Landing Page Design
- Digital

Experience

JAN 2025 - PRESENT)

DIGITAL MARKETING INTERNSHIP ODMT(6 month)

Roles & Responsibilities

- Assisted in planning and executing digital marketing campaigns across various platforms including Google Ads and social media channels.
- Conducted keyword research, optimized website content, and improved on-page SEO for better search engine visibility.
- Created and scheduled engaging content for platforms like Facebook, Instagram, and LinkedIn to drive traffic and engagement.
- Monitored campaign performance using tools like Google Analytics and generated performance reports.
- Worked on basic website updates and SEO audits to improve site health and rankings.
- Gained hands-on experience with tools such as Google Ads, Google Search Console, and Meta Business Suite.

Education Certifications

- Degree B.com from Osminia University. Telangana Hyderabad.
- Intermediate of Board. From Telangana Hyderabad.
- S.S.C from Sri Sai grammar high school. Telangana Hyderabad.

Technical Skills:

- Proficient with Microsoft office, outlook, including MS-Word, MS-Excel

Personal Profile

Name	: G. Mallika
Husband Name	: M. John
Date of Birth	: 02-09-1994
Marital Status	: Married
Languages Known	: Telugu, English, and Hindi
Religion	: Christian
Nationality	: Indian
Address	: H-No, 1-09-277, Bapujinagar Bowenpally

DECLARATION

Hereby declare that the facts mention above is true to the best of my knowledge information and behalf.

Place : Hyderabad

Date :