

RESUME

B. Sree Lakshmi

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CAREER OBJECTIVE

Seeking a challenging position in a dynamic organization where I can effectively utilize my skills and knowledge to contribute to the growth and success of the company, while continuously enhancing my professional development.

DIGITAL MARKETING EXPOSURE

I have 4 years of experience in digital marketing. I completed a professional course from Digital Floats, where I learned key areas like SEO, social media, Google Ads, email marketing, and more. This helped me build a strong base and improve my practical skills.

SEARCH ENGINE OPTIMIZATION:

- ✓ Proficient in implementing on-page and off-page SEO strategies to improve website visibility and organic search rankings.
- ✓ Experience in conducting comprehensive keyword research to identify high-value keywords and optimize website content accordingly. (SEMrush, MOZ, Ahrefs, & Keyword Planner)
- ✓ Skilled in optimizing Website Structure, Meta tags, Headers, and URLs for improved search engine crawling and indexing.
- ✓ Competitor Analysis for the websites to understand the market trends.
- ✓ Alt Tags and Image Optimization using appropriate tags.
- ✓ Checking Sitemaps and Robots.txt files regularly.
- ✓ Performing all off-page tasks, including Social Bookmarking Submissions, Classified Submissions, Blog Commenting, Web 2.0, Article, Guest Posting, PDF & PPT Submissions, Youtube Video Submissions, Quora, Business Listings,... etc.

- ✓ Knowledge of tools like SEMrush, Uber Suggest, Screaming Frog, Small SEO Tool, SEOptimer & and more.

SMO & SMM:

- ✓ Developed and executed social media strategies to increase brand awareness and follower growth across Instagram, Facebook, LinkedIn, and Twitter.
- ✓ Increased engagement by creating and posting relevant, high-quality content using trending hashtags, reels, and platform-specific features.
- ✓ Built and managed monthly content calendars to ensure consistent and timely posting aligned with brand goals.
- ✓ Analyzed performance metrics (reach, impressions, engagement rate) using platform insights to optimize content strategy.
- ✓ Created visually appealing creatives using Canva and collaborated with design teams when needed.
- ✓ Monitored and responded to audience comments and messages and followed new trends to make better posts and reach more people.

Website Management (WordPress):

- ✓ Managed website content and pages using WordPress, including blog posts, images, and page layouts.
- ✓ Used Yoast SEO plugin to optimize content for keywords, readability, and SEO best practices.
- ✓ Improved meta titles, descriptions, and internal linking structure using Yoast SEO guidelines.
- ✓ Regularly updated and maintained WordPress themes and plugins for site stability and security.
- ✓ Worked on improving SEO scores (green signals) through Yoast recommendations.

Google Search Console & Analytics:

- ✓ Monitored website performance in search results and identified indexing issues using Google Search Console.
- ✓ Analyzed keyword impressions, clicks, CTR, and average position to optimize on-page SEO strategies.
- ✓ Submitted XML sitemaps and resolved crawl errors to improve site visibility and indexing.
- ✓ Used Search Console insights to identify and fix mobile usability issues and enhance site performance.

- ✓ Monitored website traffic, user behavior, and key metrics using Google Analytics to identify trends, improve engagement, and optimize marketing strategies.
- ✓ Created detailed performance reports using Google Analytics to track campaign ROI, traffic sources, and user flow across landing pages.

Email Marketing:

- ✓ Basic knowledge of creating and sending marketing emails for promotions and updates.
- ✓ Assisted in drafting, designing, and sending email campaigns to target audiences.

Google Ads (Search, Display, YouTube Ads):

- ✓ Familiar with setting up and managing Google Ads campaigns, including Display and YouTube Ads.
- ✓ Basic understanding of audience targeting, ad formats, and budgeting on Google Ads.
- ✓ Worked on Display and YouTube Ads with a focus on brand awareness and engagement.
- ✓ Knowledge of Google Ads structure: campaign setup, keyword planning, ad creatives, and performance review.
- ✓ Performed campaign performance analysis using tools like Google Analytics and Ads Manager, making data-driven decisions to refine ad creatives, audience segments.

Canva:

- ✓ Designed original social media posts, stories, and banners using Canva by customizing layouts, images, and text.
- ✓ Created simple promotional videos and reels using Canva's video editor.
- ✓ Made infographics and posters to share information in a clear and attractive way.
- ✓ Edited images, text, and colors to match brand style and fit different platform sizes.

EDUCATION:

- ✓ Completed Bachelor of Science from Vikrama Simhapuri University with (8.9 CGPA). In the Year of 2021.
- ✓ Completed Intermediate (MPC) in the year 2018 from Sri Srinivasa Junior College with an aggregate of 65%.
- ✓ Completed 10th (SSC) in the year 2016 from ZPP High School with an aggregate of (7.8 GPA).

SKILLS:

- ✓ Client engagement.

- ✓ Good communication skills with language proficiency in English, Telugu.
- ✓ Attention to detail.
- ✓ Quick learner with the ability to work under pressure and meet deadlines.
- ✓ Team player and team leader.
- ✓ Proficient in Microsoft Office and web browsing.
- ✓ Time management.
- ✓ Initiative-driven.
- ✓ Innovative thinking.
- ✓ Management skills.

WORK EXPERIENCE:

- ✓ Worked in VRS IT Smart Solutions PVT LTD Company as Sr. SEO Analyst
- ✓ Worked in KAITs – Kapil IT Solutions Company as Jr. SEO Analyst
- ✓ Worked in Pinite Info Solutions PVT LTD company as a SEO Analyst

Personal Details:

Father's Name : B. Malyadri

Date of Birth :29-05-2001

Marital Status :Single

Nationality :Indian

DECLARATION:

I hereby declare that the above-written particulars are true to the best of my knowledge and belief.

Place: Hyderabad, Telangana

Date:

B. Sree Lakshmi