

KAMALLA BHAVANI
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Digital Marketing Executive
Mobile No: 9705066358

Career Objective

Digital marketing professional having experience in developing SEO campaigns, Analytics, SE rankings monitoring, keyword research, social media optimization & marketing, YouTube Marketing and Programmatic advertising. I have a passion for optimizing websites to achieve business goals and a talent for improving organic SE rankings with my creative approach and thorough research and analysis.

Educational Qualifications

- GNIT Engineering College(Guru Nanak Institute of technology),Hyderabad, Telangana
B.Tech in Civil Engineering (CE) with 70 %
- TSWREIS Inter College, TEKULAPALLI, (Inter State Board), KHAMMAM,TELANGANA
Intermediate in M.P.C with 95 %
- TSWREIS School,Mulakalapalli(M),KHAMMAM
10th with 82%

Professional Experience Details

Position : Digital marketing specialist
Company:Antler technologies
April 1st,2024

Position:Digital Marketing Executive
Company: AI LABS PVT LTD
March, 2023(1year1month)

Executive :Vimbri media private limit ed
nov 22to feb 23 (Internship)

Project:1) <https://www.curateddeals.com/>
2)<https://bookcourt.com/>

Job Responsibilities:

SEO: Implementing best on-page and off page practices to improve the keyword ranking, monitoring the technical SEO elements (core vitals, responsiveness, crawling, indexing, https status code, page speed) for better crawl budgets, using tools like GTM to implement third party tags to the website, creating textual SEO content based on requirements.

Web Analytics: Monitoring the important KPIs in Google Analytics & Search Console to understand the performance of pages to optimize it for better results, setting up the Goals to track the conversion on the specific pages, implementing the filter to restrict the traffic from specific IP address, creating custom events to track the interaction happening on the pages, preparing reports based on source, channel, behaviour, demographic, geography and other events data to draw insights to understand the traffic journey.

Social Media Marketing: Creating Social media calendar based on the product and services which includes the type of post and post timing (brand post, informative post, USP post, short videos, and Info graphics), copywriting for the post, tracking the organic engagement of the post on specific social media platform analytical tools.

Project: 1)<https://reviews.guide/>
2)<https://bestvalued.com/>
3)<https://raters.guide/>
4)<https://www.streetupdates.com/>

Job Responsibilities:

Content writing: Produced insightful reviews for diverse products and services, collaborating with editorial teams to maintain quality standards.

Currently working : Antler Technologies

Job Responsibilities at Antler Technologies:

Google Ads: Search Campaign & Display Campaign:

- Managed and optimized Google Ads search campaigns to drive high-quality traffic and improve conversion rates.
- Created, tested, and optimized display ad campaigns to increase brand visibility and engagement across the Google Display Network.
- Monitored campaign performance, adjusted bids, and implemented A/B testing for continuous improvement in ad performance.
- Utilized Google Ads reports and Analytics to analyze data, track KPIs, and generate insights for strategy adjustments.

Meta Ads: Engagement Campaign & Lead Generation:

- Designed and executed engagement campaigns on Meta platforms (Facebook, Instagram) to boost user interaction and brand awareness.
- Developed and implemented lead generation campaigns using Meta's advertising tools to capture high-quality leads for sales funnels.
- Analyzed audience data and customer behavior to create targeted ads that resonated with specific market segments.
- Managed daily budget allocations and optimized cost-per-click (CPC) and cost-per-lead (CPL) to meet business objectives.

SEO: On-Page SEO & Technical SEO:

- Conducted in-depth on-page SEO audits, optimizing meta tags, headlines, content structure, and internal linking to improve site rankings.
- Implemented keyword strategies and optimized content to enhance user experience and search engine visibility.
- Coordinated technical SEO tasks, including improving site speed, mobile responsiveness, crawlability, and addressing technical issues to boost organic rankings.
- Monitored site health using tools like Google Search Console and SEMrush, identifying areas for technical improvements and addressing any SEO issues.
- Collaborated with content and development teams to ensure seamless integration of SEO best practices across web pages.

Technical Skills

Paid Marketing	: Google Ads
Web Development tools	: Wordpress
Package	: MS Office
Productivity Tools	: Google Search Console, Google Analytics, Google AdWords

Strengths

- Strong verbal and written communication abilities
- Leadership: contributing to the achievement of collective goals.
- Creativity: contributing to unique solutions and ideas.

Personal Information

Name : Kamalla Bhavani

Languages Known : Telugu, English

Gender : Female

Nationality : Indian

Hobbies : Chess

Declaration

I Declared that above given information is correct to the best of my knowledge and I take complete responsibility for any false information.

K.BHAVANI

Date:21/01/25