

MEDAK AKSHITHA

OBJECTIVE

As a fresher from business administration stream looking forward to start my career to set long term goals and work for an organization which provides me opportunity to utilize my interpersonal skills for the organization growth.

CONTACT

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EDUCATION

EXAMINATION	INSTITUTE AND BOARD	YEAR	PERCENTAGE
BBA	Andhra Mahila Sabha Arts and Science College For Women [OU]	2022-2025[April]	8.64%
INTERMEDIATE [MEC]	Kasturba Gandhi Junior College [TSBIE]	2020-2022	76.4%
SSC	Sri Vidhya Model High School	2019-2020	9.7%

WORK EXPERIENCE

Digital Marketing Executive (Internship)

Aerobyte innovations pvtltd

Gachibowli-Vaishnavi Cynosure

April - May

- Conducted keyword research and implemented SEO strategies to improve website traffic and rankings.
- Created SEO-optimized content for blogs, social media, and landing pages.
- Performed on-page and off-page SEO audits, enhancing site performance and link-building efforts.
- Analyzed website data using Google Analytics, providing insights to refine SEO strategies.

Digital Marketing Executive [Intern]

CorpTeam Solutions,

JNTU, Kukatpally, Hyderabad- *Full time*

13-May 2024 – 13- July 2024

- Developed and executed **social media marketing** campaigns to enhance brand visibility and audience engagement.
- Created original content (captions, posts, and creatives) aligned with trending topics and target audiences.
- Used **SEO tools** like Ubersuggest and Google Search Console to monitor site health and keyword performance.
- Participated in **influencer marketing** coordination, assisting in campaign outreach and performance tracking.
- Edited marketing videos using **Adobe Premiere Pro** for platforms like Instagram and YouTube.
- Poster designs using **Canva**

Projects

Personal Startup Website (Solo Project)

View : [PCOD Companion](#)

- ✓ Conceptualized and built a **WordPress website** for a startup idea, focusing on brand positioning, SEO, and mobile responsiveness.
- ✓ Designed layout, created content, and implemented basic SEO strategies.
- ✓ Developed visual branding using Canva and handled all aspects from domain setup to launch.

Company Website (Team Project)

View : [Corpteamsolutions.com](#)

- ✓ Collaborated with a team to design and build a website for our organization.
- ✓ Handled **content planning**, **page structure**, and **SEO optimization**.
- ✓ Assisted with **design decisions**, **user experience flow**, and ensuring mobile-first responsiveness.

LANGUAGES KNOWN

- English
- Hindi
- Telugu

CERTIFICATIONS

- ✓ Fundamentals of Digital Marketing by [IIDE]
- ✓ MS- Office
- ✓ Pre- incubation program cohort 3.0 [Organised by the Indian Institute of Management Lucknow Enterprises Incubation Centre]
- ✓ Recipient of udayan shalini fellowship

TECHNICAL SKILLS

- WordPress
- Social Media Marketing (SMM)
- SEO (On-page, Off-page)
- Canva
- Adobe Premiere Pro
- Influencer Marketing Support
- Content Creation
- Google Analytics, Google Search Console

SOFT SKILLS

- Communication
- Leadership skills
- Time Management
- Multitasking and Coordination skills
- Team Work
- Mentoring skills