



THOTA VENKATA HEMANTH KUMAR

DIGITAL MARKETER

CONTACT

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Chennur, AP

TRAINING

DIGITAL MARKETING
ExcelR, Bengaluru

SOFT SKILLS

- Team collaboration
- Time Management
- Leadership
- Effective Communication
- Critical Thinking
- Digital Marketing
- Project Management

TECH SKILLS

- Search Engine Optimization
- Search Engine Marketing
- Social Media Marketing
- Campaign Management
- Lead Generation
- Design Thinking
- Email Marketing

CERTIFICATIONS

- Google Ads Display
- Google Ads Measurement
- Google ads search
- SEO (Advance Level Exam)

LANGUAGES

- English
- Telugu



PROFILE

Driven and creative digital marketing enthusiast seeking to leverage my skills in SEO, SEM, and social media to contribute to dynamic marketing teams. I aim to work in a challenging environment that encourages innovation and continuous learning, while contributing to business growth and brand success.



WORK EXPERIENCE

Homes247.in - Real Estate Platform

Digital Marketing Executive Dec 2024-May 2025|6 Months|On-site

- Handled both On-Page and Off-Page SEO, optimizing content and improving website rankings.
- Built high-quality backlinks for multiple client projects to enhance domain authority and organic traffic.
- Involved in content writing for blogs and web pages, following best practices under Parameter 1 & 2 guidelines.
- Successfully ran Google Ads and Meta Ads campaigns, including A/B testing to optimize performance and conversions.

Aivariant

Digital Marketing Intern June 2024-Aug 2024|3 Months|Remote

- Executed SEO and SEM strategies for premium villas and international travel campaigns, including keyword optimization, Google Ads setup, and on-page enhancements to improve visibility and lead generation.
- Managed social media marketing and paid advertising for e-commerce (makeup products), and created SEO-focused content to boost organic traffic through blog writing and keyword-based optimization.



EDUCATION

Bachelor of Computer Applications (BCA) - Online 2024 - 2027

Vignan University | Guntur

GPA: 8.9 / 10

Intermediate - MPC 2022 - 2024

Sri Chaitanya Junior College | Kadapa

GPA: 7.59 / 10

SSC 2021 - 2022

Sree Bharathi English Medium High School | Chennur

GPA: 8.3 / 10