

RESUME

LAXMA REDDY JONNALAGADDA

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Professional Summary:

I started my Digital Marketing career in 2013. Certified in HubSpot Inbound Marketing, Google Adwords Search, Display, Mobile. Well Knowledge on SEO, SEM, SMO, SMM. And also sound Knowledge on Web Analytics. I worked for many websites and successfully getting higher rankings in Google search engines.

Do the SEO Under Guidelines of Search engines. Conducting SEO Audit And Make the Website search engine friendly. Preparing Online Ads (Search, Display, Video, Social Media Ads) With in the client budget. Successfully implementing the latest digital marketing techniques to the clients projects getting ROI.

CAREER OBJECTIVE:

To attain a challenging position in an organization, this will enable me to apply my knowledge and skills in any field effectively for mutual development of the organization and me.

STRENGTHS:

- Can work individually & can work with team.
- Positive thinking and self motivating

Technical Profile:

Operating Systems	:	Windows 7,8,10, Windows XP.
Office Tools	:	MS Word, Excel, Powerpoint
Web Technologies	:	HTML, CSS, wordPress, CMS
Digital Marketing	:	SEM, SEO, Social Media Marketing, ORM, ASO
Advertising Technologies	:	Search, Display, Mobile, Video, Social Media Ads
Advertising Platforms	:	Google Adwords, Facebook Adverts, Linkedin Ads

Certifications:

Certification from Google AdWords Fundamentals
Certification from Google AdWords Search
Certification from Google AdWords Display
Certification from Google AdWords Mobile
Certification from Google Analytics
Certification from Hubspot Inbound Marketing

Work experience

- 1) Worked as a **Data Entry Operator** in **Postal Department** (2010-2012)

Roles and Responsibilities:

1. Data entry and data analysis,
 2. Quality checking,
 3. Data Storage.
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- 2) Worked as a **Digital Marketing Analyst** in **Nucleus Group of Companies** (June 2013 - August 2015)

Roles and Responsibilities:

1. Optimizing websites in search engines.
2. On Page & Off page Optimization.
3. Checking On Page issues resolve problems.
4. Building links to the website by using link building techniques .
5. Running the PPC(AdWords) campaigns.
6. Generating the leads to the websites by using SEO techniques.
7. Promoting the websites in social media (Facebook, Twitter, LinkedIn, Google plus)
8. Keywords research,Competitions analysis ,Backlink analysis.
9. Check the website performance in Google webmaster tools.
10. Website Traffic analysis(Google Analytics), Video Promotion(Youtube, Dailymotion, Vimeo)

Projects : SEO, SEM, Social Media

- 1) www.starpmo.com
- 2) www.nucleusexecutivetraining.com
- 3) www.agilecertification.org

- 3) Worked as **Digital Marketing Strategist** in **Digital Rank** Digital Marketing Agency (September 2015 -January 2019)

My Roles And Responsibilities As a Digital Marketing Strategist

- 1) Reviewing Clients websites and preparing Brief Digital Marketing Strategy.
- 2) Conducting Online Marketing Research .
- 3) Find out ways to Reach the Audience.
- 4) Website Technical Audit.
- 5) Conducting Keywords Research.List out Right keywords to reach the websites to target Audience.
- 6) Preparing Online Ads per clients Projects (Search, Display, Video, Facebook, LinkedIn Ads)
- 7) Creating Social Media Platforms(Facebook,Twitter,linkedin, instagram etc.) to clients projects.
- 8) MCC (My Client Center) Google Adwords Management (Bidding Strategies, Conversion Tracking, ROI Analysis, Campaigns Set up Text, Display, Video, Mobile Apps)
- 9) Preparing Result oriented and Remarketing Campaigns (PPC, CPC, CPM, CPA, CPV, CPI)
- 10) Creating and Developing PPC Oriented Campaigns (Google, Facebook, LinkedIn in)
- 11) Campaigns Troubleshooting (Budgeting, Bidding Changes,Conversion tracking code issues, keywords performance, Target Audience, Ads Approvals, Payment Issues.)
- 12) Social Media Management (Content Promotions, Images, Videos, Brand Awareness Campaigns, Increase followers)
- 13) Social Media Marketing Facebook, Instagram, LinkedIn Brand Awareness and B2B and B2C Lead Generation Campaigns.
- 14) Youtube Channel Optimization And Video Campaigns.
- 15) Advance SEO For E commerce portals.
- 16) Expertise in All CMS platforms(Wordpress,Magento, Prestashop.)
- 17) Conducting Website SEO Audit by using various tools find out Technical errors
- 18) Implementing On page tags(titles, descriptions, keywords, Content, Navigation Structure....)
- 19) Building High Quality Backlinks to the websites. by using various link building techniques.
- 20) Website Traffic Analysis Through Advanced Google Analytics, Crazy Egg, Heat Maps Analytics.
- 21) Daily monitoring keywords ranking and website performance thorough Google webmaster tools.
- 22) Competitors Analysis .
- 23) Back link Analysis Through Various tools(Ahrefs,majestic seo, moz open site explorer)
- 24) Expertise in using latest and advance SEO, SMO techniques, tools(Screaming Frog SEO Spider, SEMrush,SEO Site Checkup, Woorank, Gtmetrix, Ahrefs,Cuterank)
- 25) Taking inputs from the clients and make Ad designs and implementation.
- 26) Coordinating with team members assigning daily tasks and monitoring.
- 27)Email Marketing through Mail Chimp, Send customized bulk Emails.
- 28) Providing Weekly and monthly Keywords and Website Traffic reports to Clients.

Project Works

I am worked below mention projects achieve rankings, increasing online visibility, done the Online Campaigns, leads generation (SEO,SEM, Social Media Ads and Management, Budget Plan)

- 1) www.digitalrank.in (increasing online visibility, Social Media,Leads generation)
 - 2) www.55web.in (increasing online visibility, Social Media,Leads generation)
 - 3) www.graphixtron.com (increasing online visibility, Social Media,Leads generation)
 - 4) www.informsy.in (increasing online visibility, Social Media,Leads generation)
 - 5) www.gamecrazy.in (increasing online visibility, Social Media,Leads generation)
 - 6) www.gar.luxury (increasing online visibility, Social Media,Leads generation)
 - 7) www.aplloifestudio.com (increasing online visibility)
 - 8) www.numbro.in(increasing online visibility, Social Media,Leads generation)
 - 9) www.velocity.co.in (Online Campaigns, Social Media Ads,Leads generation)
 - 10) www.pinksnbloos.com (increasing online visibility, Social Media, Leads generation)
- 4) Working as a **Digital Marketing Manager** in **Samuha Creations LTD** (February 2019 - Present)

Roles and Responsibilities:

- 1) SEO Planning and Implementation for In House and Client Projects
- 2) Social Media Management and Advertising (Facebook, Twitter, LinkedIn, Instagram)
- 3) Assigning daily tasks to team members
- 4) Collaborate with Designers, Content Team , Developers get work done
- 5) Google Campaign Management (Search , Display, Mobile App , Video Campaigns)
- 6) Lead Generation Campaigns (Google Ads, Facebook, Instagram, LinkedIn)
- 7) Email Marketing Campaigns (Zoho, Mail Chimp)
- 8) SEO Tools (Flikeyover, SEM Rush, Ahrefs, Screaming Frog)
- 9) Advance Reports (Keywords Growth, Website Traffic, Leads, ROI, Campaign Performance)

Projects We Work: SEO, Social Media, Google Ads, Email Marketing

- 11) www.samuhacreations.com (increasing online visibility, Social Media,Leads generation)
- 12) www.shraddaassociates.com (increasing online visibility, Social Media,Leads generation)

ACADEMIC QUALIFICATIONS

- 1) **B.Sc MBzc** from Vijetha Degree College in 2010 with an aggregate of **62%**
- 2) **Intermediate** from Sahithi Jr College in 2007 with an aggregate of **69%**.
- 3) **S.S.C** from Vidyodaya High School in 2005 with an aggregate of **71%**.

Personal Profile:

Name : Laxma Reddy.Jonnalagadda
Father Name : Matta Reddy
Gender : Male
DOB : 04/08/1989
Marital Status : Married
Languages Known : English, Telugu
Hobbies : Playing Badminton, Listening music, Reading Blogs

Declaration:

I hereby acknowledge that all the information provided is true to best of my knowledge. I am keenly looking for an opportunity which is in tune with my expectations and that of the employer and which puts me on a right platform to prove my credentials.

Place: Hyderabad

Date:

(LaxmaReddy.Jonnalagadda)