**Nandepu SuryaPriyanka**

Amalapuram East Godavari

Present Address: Gachibowli, Hyderabad. DOB: 15-03-1990

Marital Status: Unmarried.

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# OBJECTIVE:

Qualified Digital Marketing professional with solid experience in developing SEO, Google AdWords, Google Analytics, Keyword research. I have a passion for Writing Content and a talent for improving organic SE rankings with my creative approach and thorough research andanalysis.

# Education:

**MCA** from BVC Engineering College, JNTU Kakinada 2010 – 2013 with an aggregate of

**87%**

**BSC MP Computers** from Sri Venkateswara College of Arts and Science, Andhra University with an aggregate of **78%.**

**Intermediate** from Aditya Junior College with an aggregate of **71% Schooling** from Sir C V Raman Public School with an aggregate of **78%**

# Employment History:

**Current Organization:**

**June 2021 to August 2021**

**TECHVED Consulting**

**Sr Associate – Digital Marketing, Mumbai.**

**Previous Organizations:**

**August 2017 to April 2021:**

**Digital Marketing Executive**

**Kapil IT Solutions Pvt. Ltd.,** Kapil Towers, Hyderabad.

March 2017 to August 2017:

Digital Marketing Executive

**Mavensoft Systems Pvt. Ltd.,** Madhapur, Kavuri Hills, Hyderabad

September 2014 to March 2017 SEO ANALYST

**Avalanche It Services India Private Limited.,** SR Nagar, Hyderabad

* Having 3 Years of experience in areas of Search Engine Optimization and Marketing, Social Media Marketing, Google AdWords, Website Audit, & Google Analytics, Web Master Tools.
* Handling websites of different kinds simultaneously and ranked high for most of targeted keywords in top 10 in major search engines
* Good communication, interpersonal, problem solving skills and spearheading a team of Executive to excel in performance and SEO projects
* Gained insightful knowledge by carrying out projects on various client websites, improving their organic rankings.
* Good communication, interpersonal, problem solving skills and spearheading a team of Executive to excel in performance and client deliverables for carrying out various SEO/SEM projects
* Analyzing requirement and providing web promotion solutions, which involves Search Engines Marketing Plans Operational strategies like Keyword

Research, Competition analysis, Site analysis, Search Engine Optimization (SEO) & Social Media Marketing Plan etc.

* Constant research & up-gradation of knowledge regarding Search Engines and technologies

**Responsibilities:**

On page optimization:

* Website Analysis& Audit Report
* User experience Report
* Competitor Analysis
* Keywords Analysis
* HTML attributes such as Meta Title tag, description tag, and keyword tags
* Alt Image tag optimization
* Heading tag optimization
* URL structure changes
* Internal Linkstrategy
* Navigation structurechanges
* 301 Redirections
* Sitemap updating/creation
* Robots.txt updating/creation
* Track Target keywords
* Google Analytics Setup

Off page optimization

* Initial BacklinksAnalysis
* Google & Bing Webmaster Submissions
* Yandex & Alexa Submissions
* Search Engine Submissions
* Blog posting on WordPress, Blogger, weebly and Tumbler etc.
* Guest posting
* Local Business Listing Submissions
* Local Free Classified Listing Submissions
* Free High DA web directory Submissions
* Free High DA Article Directory Submissions
* Blog Commenting in relevant blog websites
* Social Bookmarking on top most bookmarking sites.
* Micro blogging.
* Forum posting (Including Quora & Reddit)
* Free Startup & Tech promotion site submissions
* Press releases data collection
* Press release profile listing & submissions
* Podcasting video Submissions

SMO - Social Media Optimization

Facebook

* + Facebook Fan Page Creation
  + Profile Content Writing
  + Regular posting
  + Facebook Timeline Design
  + Facebook Page Likes / Fans
  + Attractive designs Designed and posting
  + Quiz postings
  + groups adding
  + Sharing posts to groups
  + increasing brand page likes
  + group commenting
  + Tagging & Inviting
  + video uploading

Twitter

* + Twitter Page Creation
  + Regular posting
  + Twitter Background Design
  + Twitter Timeline Design
  + Twitter Followers
  + Twitter tweets
  + Tagging to another brands in tweets
  + Targeting trending hash tags

LinkedIn

* + LinkedIn Account (Personal Profile)
  + LinkedIn Company Page Creation
  + Profile Keyword Optimization
  + LinkedIn Timeline Design
  + Regular posting
  + LinkedIn Followers
  + Targeting groups

YouTube

* + Channel Creation
  + Video optimization - Video File Name, Titles, Description and Keywords
  + Optimizing and sharing and video channel sites.
  + adding to playlists
  + creating playlists to improve views
  + rewriting titles
  + commenting on other videos
  + Increasing subscribers through annotations

## Increasing video views Instagram

* + Image posting
  + Hashtag targeting
  + tagging toprofiles

Tumblr

* + creating blogs
  + Posting regular Articles
  + Hashtag targeting
  + following similar bloggers
  + commenting their posts (get back to our blog)

Pinterest

* + Image posting
  + Giving back links to site
  + creating attractive infographics
  + Posting infographics to Pinterest
  + Increasing pins
  + Go to another site and save pins to our Pinterest
  + Increasing followers
  + Liking their posts
  + Commenting their posts (get back to our blog)

Knowledge on SEO Tools & Techniques

* **Site Analysis/Audit:** Complete technical report of the website. The report includes on- page and off-page factors of the website, Site Optimization Audits.
* **Keyword research:** Expert in using Google AdWords keyword tool, word tracker tool and cute rank, SEO quake and more and even can check for the competitor’s keywords using Spyfu
* **On-page Knowledge** – Creating Titles, Keywords, Descriptions, Header tags and Alt tags as per major search engine guide lines, HTML validation as per w3.org standards including Dynamic page optimization
* **Internal Linking:** Expert in linking within the website effectively as per search engine guidelines.
* **Technical Elements:** Creating Robots.txt files, Cross check for Mirror sites, Cross check for Duplicate content, Bad Neighborhood checking, Domain history, Page redirection suggestions, RSS feeds creation and updating, XML and HTML Sitemap creations and HTML Editing and Updating.
* **Content Analysis:** Reviewing the content, special focus on checking for keyword density, keyword prominence and proximity.
* **Web site traffic Analysis:** Analyze the website for traffic and keywords data includes, bounce rate, top landing pages, exit pages, etc. Using Google Analytics
* **Blog:** Familiar with blogger.com and word press. Blog integration and customization
* **Off-page Knowledge** – Link Baiting, Social Bookmarking submission, Directory submission, Blog Submission, Blog posting, Profile Link, Article submission, Comment posting, Article formatting, Forum posting, Press Release Distribution etc.
* **Social Networking** – Face Book, Google +, Twitter, Pinterest, LinkedIn, Myspace, etc.
* **SEO Tools** – Google Keyword Planner, Google Analytics, and Webmaster tool, Word Tracker, cute rank, RoboForm, Majestic SEO, Ahrefs Site Explorer Tool and other free tools.
* **Ranking reports:** Can create custom ranking reports as required by Client

**Certification:**

Certified on Google Analytics.

**Projects Handled:**

* + **https://kapilkavurihub.com**
  + [**http://www.kapiltowers.com**](http://www.kapiltowers.com/)
  + **https://**[**www.easychit.com**](http://www.easychit.com/)
  + **https://**[**www.finsta.in**](http://www.finsta.in/)
  + **https://**[**www.kapilit.com**](http://www.kapilit.com/)
  + [**http://www.kapilpower.com**](http://www.kapilpower.com/)
  + [**http://www.kapilayurveda.com**](http://www.kapilayurveda.com/)
  + [**http://www.nigha.in**](http://www.nigha.in/#_blank)
  + [**http://www.acetechproducts.com**](http://www.kapitalifm.com/#_blank)
  + [**http://www.kapilprecast.com**](http://www.kapilprecast.com/)
  + [**http://www.kapilgroup.com**](http://www.kapilgroup.com/)
  + [**http://www.kapilhomes.com**](http://www.kapilhomes.com/)
  + **https://**[**www.growork.in**](http://www.growork.in/)
  + [**http://www.sankshema.org**](http://www.sankshema.org/)
  + [**http://www.vaktha.in**](http://www.vaktha.in/)
  + [**http://www.kapilagro.com**](http://www.kapilagro.com/)
  + [**http://www.kapitalifm.com**](http://www.kapitalifm.com/#_blank)
  + [**http://www.ktresidency.com**](http://www.kapitalifm.com/#_blank)

Technical Skills

**Automation skills:** Photoshop, MS office, Canva.

**Keyword Research**: Google AdWords, word tracker and Manual & competitor research.

**Web analytics**: Google Analytics, webmasters and Facebook word tracker

**Web technologies**: Basic Knowledge on HTML

**Operating Systems:** Window 7, 8,10 and Windows XP.

**Lead Generation:** Generating leads through multiple online portals.

**Place:** Hyderabad

**Signature**: (N.S.Priyanka)