

## Sujitha Kondapalli

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### PERSONAL STATEMENT:

To work in a growth oriented organization and get proper exposure in the field of Search Engine Optimization, Search Engine Marketing and Online Marketing that shall yield the twin benefits of job satisfaction and a steady-paced professional growth.

### Summary Details:

- Having 4 years' experience in **Digital Marketing** (Search Engine Optimization), Push Notification services and SMM
- Working Knowledge in SMO, WordPress
- Build and Promote multi-platform PPC campaigns.
- Review and send Weekly and Monthly performance reports to the clients.
- Suggest the plans to the manager based on the Analytical Tools performance data.
- Search Engine Optimization: Title Tag Optimization, Backlinks Creating, Indexing the website in Search Engines, MetaTag analyzing, Keywords research, competitor analysis.

### Educational Qualifications:

#### Graduation / Degree

Bachelor of Technology (Electronics & Communication Engineering) from Sir C R Reddy college of Engineering, Eluru (AU affiliated) graduated in first Class (8.24 CGPA) in the year 2016.

#### Intermediate

Higher Secondary Classes Education in (MPC) from Siddhartha Junior College, Tuni graduated in first class (94.09%) in the year 2012.

#### S.S.C

S.S.C from Siddhartha High School passed in first class (89.8%) in the year 2010.

### Specialties:

Search Engine Optimization	Keyword Research	Competitor Analysis
Search Engine Marketing	Social Media Marketing	Proposal & Reporting

### Tools

Google Search Console	Google Analytics	SemRush
Moz	Alexa	Ahref

### **CMS Knowledge**

WordPress	Joomla	Cake Php
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### **Professional Experience:**

Organization : eMedEvents India Pvt. Ltd.  
 Designation : SEO Analyst  
 Duration : August 2017 - Till Date  
 Projects : emedevents.com and emeded.org

### **Roles & Responsibilities at Job Level:**

- Optimizing and maintaining websites in search engines.
- Ensuring Quality in the work and Meeting the Challenging timeline requirements.
- Search Engine Optimization: Title Tag Optimization, Backlinks Creating
- Indexing the website in Search Engines, Meta tag analyzing, Keywords research
- Fixing issues for the website.
- Meeting Clients on a monthly basis and gathering the requirements.
- Analyze detailed data including CPC, impressions, CTR and conversions to reach desired CPA levels, increase ROI and increase lead generation.
- Optimize keyword lists and ads to maximize advertisers' return on investment.
- Creating, implementing, tracking, analyzing & optimizing paid search campaigns.
- Fixing issues for the website
- Analyzing reports on website's traffic on a daily basis using Google Analytics.
- Design, build and maintain our presence in Social Media.
- Business to Business Industry for Google Ad in order to help client meet their Organizational objectives along with designated spend levels.
- Regular Follow ups with the clients about the improvements and suggestions.

### **CERTIFICATION:**

GOOGLE ADWORDS SEARCH Certified Professional  
 Awarded:-June, 2017.

**Web Analytics skills:**

- Website Analysis: Analyze the website for traffic and keywords data includes, bounce rate, top landing pages, exit pages, etc.
- Traffic analysis: Analyze the keywords that are targeted for SEO and compare with the previous month data to check how it progresses.

*The above statements are true to the best of my knowledge and belief.*

Sujitha.