



# Sravanireddy Vemireddy

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## ABOUT ME

As a dedicated and results-driven SEO Specialist with my previous experience, I have a proven track record of helping businesses enhance their online presence and achieve higher search engine rankings. My expertise lies in developing and implementing comprehensive SEO strategies that drive organic traffic, improve user engagement, and increase conversions. I am proficient in using industry-leading tools such as Google Analytics, Google Search Console, SEMrush, Ubersuggest and Screaming Frog to monitor performance and make data-driven decisions. Additionally, my experience with content marketing, link building, and local SEO allows me to create holistic SEO strategies that deliver measurable results.

## WORK EXPERIENCE

05/10/2023 – CURRENT India

### SEO SPECIALIST SCIZERS TECHNOLOGIES LLP

- Developed and implemented comprehensive SEO strategies to enhance organic search visibility and drive traffic to client websites, resulting in a 35% increase in organic traffic.
- Conducted thorough keyword research using tools like SEMrush, Ubersuggest and google keyword planner to identify high-potential keywords and optimize website content.
- Performed on-page optimization, including meta tags, header tags, internal linking, and content improvements to boost search engine rankings. Managing the technical SEO audits and fixing the site issues. and conducting the competitor analysis and keyword analysis.
- Created and maintained detailed SEO reports using Google Analytics and Google Search Console, providing insights and recommendations to clients and internal teams. Tracking the campaign metrics and generating the reports.
- Collaborated with the content team to produce high-quality, SEO-friendly content that aligned with clients' business goals and target audience needs. and running the google ads with PPC metrics to get high conversion values.
- Implemented link-building strategies to acquire high-quality backlinks, enhancing domain authority and search rankings.
- Managed Google Ads campaigns for multiple clients, achieving an average ROI increase of 25%.
- Created and optimized Google Search campaigns, including ad copy creation, bid management, and ad extensions implementation.
- Implemented A/B testing on ad creatives and landing pages to improve ad performance and user engagement.

01/06/2024 – 30/06/2024 India

### EMAIL MARKETING INTERNSHIP (PART-TIME) CORIZO EDUTECH

- Designed email templates using tools like Mailchimp ,Brevio and Active Campaign ensuring brand consistency and visual appeal.
- Developed and executed targeted email marketing campaigns aimed at increasing student enrolment and engagement, achieving a 30% increase in open rates and a 20% increase in click-through rates.
- Implemented segmentation strategies to tailor email content to different student demographics, resulting in higher engagement and lower unsubscribe rates.
- Collaborated with the content team to produce engaging and relevant email content, including newsletters, course updates, and promotional offers. Supported the marketing team in planning and executing email campaigns for special events and promotions, contributing to an overall increase in student participation.

- Taking the Measurement of farming lands and housing lands . Locating the boundary stones.
- Creating the maps of 2d drawing of farmers lands by using Auto Cad software and taking the boundary points by using Total Station.
- Providing the government authorised certificate to the farmers based on their documents. and solving the land disputes.
- Maintain the daily outcome on reports and records

14/08/2018 – 30/09/2019 Hyderabad, India

**RAILWAY TRACK DESIGNER** NANI ELECTRO TECH PVT LTD

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- Designing the Tracks by using the Auto Cad software.
- Collection of data from the site such as Distance of Mast ,Finding the arms, Cantilevers,
- Preparation of tender documentation and report,
- Collaborate with team members to tackle the issues, and any other documented work requested by the authorities

● **EDUCATION AND TRAINING**

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02/06/2023 – 15/09/2023 India

**ADVANCED DIGITAL MARKETING** Academy of Digital Marketing

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Website <https://www.odmt.in/> | Level in EQF EQF level 5

● **LANGUAGE SKILLS**

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Mother tongue(s): **TELUGU** | **HINDI**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	B2	B2	B2	B1	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **DIGITAL SKILLS**

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Microsoft Office | Google (Google Drive, Google Docs, Google Sheets, Google Meet, Google Calendar, Google Forms) | Google Analytics, Google Tag Manager, Google Search Console, Google Ads | GOOGLE MY BUSINESS

● **DIGITAL MARKETING TOOLS**

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**Known Tools**

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- SEO - Semrush, Moz, Buzsumoo, Google Keyword Planner, Ubersuggest, Keyword Tool, GT Metrix, Similar Web, Seo Quake, and a small SEO tool, Page Speed Insights, Answer the public.
- Email marketing - Active campaign, Mailchimp, Brevo, Hubspot
- Rankmath plugin , Yoast Seo plugin and AISEO and CMS platforms like WordPress and Shopify

● **PROJECTS**

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**Certification Projects**

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Google Ads Search ,Display, Video Certification  
Email Marketing Internship and Hubspot Certification  
Google search and display live budget ads for online training platform  
WorkShop on Digital Marketing Fundamentals

**Wordpress Website Design**

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- Assisted in the redesign and development of the website using WordPress, enhancing the user experience and visual appeal. Customized WordPress themes and plugins to align with photography, fitness and functionality requirements along with content management.
- Assisted in the development and optimization of the online store using WooCommerce, enhancing the e-commerce functionality and user experience. Listing the products. using the call action buttons.

**Links** <http://pixelphotography.co.in/> | <https://trendbuzz.in/> | <https://sravani.weddingshot.in/> | <https://sravani.weddingshot.in/digital-marketing-blogs/> | <https://goligarments.com/> | <https://www.odmt.in/>

## ● **SOFT SKILLS**

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### **Work Ethic**

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- Problem Solving
- Time Management
- Team work
- Technical Skills