**SATYA NANDINI GADAMSETTY**

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##### Career Objective :

Enthusiastic and Creative digital marketer with experience in all aspects of SEM & Lead generation, including PPC advertising, SEO, SMM & SMO. Skilled and Proficient in Digital Marketing expert in Search Engine Marketing. Highly Knowledgeable in all aspects of Google AdWords. An excellent understanding of Google analytics and Google Webmaster Tool.

##### Experience:

Business Consultant & Digital Marketer (Feb-2018 to Aug-2019)

Sr. Digital Marketer & Operations Analyst (Aug-2019 to till date)

Multiplier IT Solutions Pvt Ltd, Hyderabad

**Digital Marketer:**

* Setup of Google Ads & Google Analytics, Maintaining & reporting results to management.
* Optimizing websites to boost search engine rankings, and increase organic leads.
* Created & executed social media campaigns.
* Understanding client goals, creating and executing strategies to exceed these goals.
* Preparing interactive strategic digital marketing plan, Keyword analysis and research
* Posting daily updates and content on social media profiles.
* Created and Managed Social media platforms for clients.
* Website traffic analysis using digital tools like Google analytics
* Analyzing and checking the success of the digital marketing techniques used
* To create suggestions for strategic and operational improvements and changes
* Ensure plans are made and processes are created to evaluate the impact of the changes made, including taking responsibility for overseeing and reporting on this evaluation.
* Responsible for day to day operations of client accounts, requiring interaction with both internal and external stakeholders.
* Support, develop, and execute the firm's strategies for the maximum efficiency by analyzing data and existing processes, recognizing trends and proactively create strategic recommendations

**Operations Analyst:**

* Improving in company’s productivity and revenue making procedures
* Problem Solving/Decision Making: Taking a well-ordered approach to solving problems and acting despite obstacles, resistance
* Identifying operational requirements and opportunities for improvement
* Establishing and maintaining quality standards
* Coaching and developing staff including formal objective setting, performance reviews and providing ongoing and regular feedback
* Works individually in recommending action, scheduling and planning projects, estimating cost and managing projects to completion
* Employment functions including hiring, counseling, performance appraisals. Salary reviews

##### Digital Marketing Techniques Used:

* Google Ads
* Google Analytics
* Keyword research and analysis
* Email Marketing
* SMM (Social Media Marketing)
* SMO (Social Media Optimization)
* Mobile marketing – SMS & Cold calling
* SEO (Search Engine Optimization)
* Live chat & call support

##### Technical Skills:

* **Applications :** MS Office & Excel
* **Programming :** Basic C

##### Educational Qualifications:

**B. Tech in Electrical and Electronic Engineering**

* Pragati Engineering College
* Aggregate of 87.5%

**Higher Secondary Schooling**

* Sri Chaitanya Jr. College
* Aggregate of 95.3%

**Secondary Schooling**

* Bhashyam Public School
* Aggregate of 97%

##### Achievements:

* Organized a technical event "EXULT 2K18" during annual tech fest "STRIDES 2K18" at Pragati Engineering College
* Awarded as Best Outgoing Student award for the year 2018
* Awarded with “PRATIBHA” Award for the year 2018
* Received certificate of excellence in Electrical and Computer Aided Design (ECAD) workshop
* Bagged first place in 2nd year 2nd semester during Graduation with 93.6%

##### Personal Skills:

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| --- | --- |
| * Highly responsible & Reliable | * Quick Learner |
| * Works well under pressure | * Problem Solving Skills |
| * Ability to work in a team | * Project Management |
| * Customer-oriented | * Process Improvement |

##### Personal Profile:

**Name** : G. S. Nandini

**Date of birth** : 19-08-1997

**Languages known** : Telugu, English

**Hobbies** : Reading Books & Blogs, Dancing, Internet Browsing

**DECLARATION:** I hereby declare that all the information furnished about me is correct to the best of my knowledge and belief.