



Sravan Pradeesh

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Objective

Creative and knowledgeable Digital Marketer with an extensive 4 experience in developing data-driven marketing campaigns and SEO strategies, successfully managing marketing teams, and monitoring performance of the campaigns. Certified Marketing Management Professional with excellent leadership skills, great time management abilities, and strong attention to detail.

Experience

- **Pottera wheel Media**

June 2021 -

Web Developer / Digital Marketing Manager

Digital Marketing

- Created and integrated new digital marketing campaigns; managed and coordinated a team of 11 employees.
- Evaluated client websites for mobile performance and optimal search engine rankings.
- Researched keywords relevant to marketing efforts of clients.
- Created and led a successful SEO strategy for more than 4 clients.
- Collaborated with Content Team to promote blog posts and guest posts.
- Created PPC campaigns to run on Google AdWords and Facebook Ads.
- Assisted in creating corporate sales pitches for future meetings.
- Managed all public social media profiles
- Tracked campaign results using Google Analytic.
- Led a marketing team to ensure the success of campaigns
- Identified and executed improvements for processes, content, and lead generation.
- Provided market research, forecasts, campaign results, and consumer trends.
- Supervised and trained 4 Digital marketing interns.

Web development

- Installed, configured and managed WordPress installations.
- Build 7+ websites in company.
- Prepare website proposals to present to clients.
- Designed, developed, and deployed company and other clients WordPress site.
- Customise themes to meet clients' requirements.
- Managed independently all technical aspects of the company.
- Administered project collaboration; solely responsible for digital workflow, backups, and project management.
- Provide technical support to clients.

- **SMEC Automation** June 2019 - May 2021
Digital Marketing Executive / Web Developer
Collaborate with internal departments to execute national advertising campaigns, plan global digital distribution.
Enhanced conversion rates by 30% through A/B tested landing pages for a better performing conversion funnel.
Create social media post using adobe design softwares.
Build websites using WordPress(6+ websites).skilled in Theme and plugin installation, Page builders: Elementor, Divi,WPBakery.
Shoot and Edit promotional, educational, staff training and Testimonials videos.
Web design: UX, UI, site architecture.
- **Dodge Infotech** 2016 - May 2019
Freelance Wordpress Developer / Graphic Designer
Wordpress web development
Social media content designer (photo,video)
Graphic design using Adobe Photoshop,illustrator
Video editing using Adobe premiere

Education

- **Smeclabs** 2019
Diploma in Digital Marketing
- **KTU** 2015-19
BTech in Computer Science

Skills

- Search Engine Optimization
 - WordPress
 - PPC
 - Social Media Marketing
 - Design Skills
 - UX and CX
 - Data Mining and Analysis
 - Strategic Thinking
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