**BANGI RAMANJANEYULU**

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As a tenacious executive with a strong digital marketing background, will utilize my experience in Digital marketing / Social Media Marketing / Google Ads / Google Analytics and reward me with a challenging position. The experience that I possess will ensure that I strive towards delivering the very best results and meet expectations, achieving job satisfaction, gaining knowledge and growth that are key elements of the long-term objective.

**PROFESSIONAL PROFILE**

**Digital-Gannet (Digital Marketing Analyst):**  **(June 2018 – Present)**

Digital Gannet is a one-stop solution for Digital Marketing & Advertisement Services, Website & App Development, creative making & Online Marketing Training.

**Key Responsibilities:**

*Search Engine Optimization:*

* Identified & developed digital marketing strategies based on knowledge of company objectives and market trends.
* Execution of Search Engine optimization on a continuous basis.
* Increasing Website traffic by Improving Page Position within Search engine using On-page & Off-page method.
* Keyword research using Google Insights, Keyword Planner, SEMrush, Word tracker and other tools.
* Reviewing & Analysing competitor sites, backlines and understanding their organic search appearance.
* Generating Leads for the company through organic search.
* Maintaining Knowledge and Analysis of latest trends in SEO news to Identify new opportunities.
* Web Traffic Analysis using Google Analytics & Google Webmaster tool.

*Search Engine Marketing:*

* Handling AdWords campaign for company & optimized PPC & display campaigns.
* Created and managed SEM campaigns.
* Having good knowledge on AdWords Editor.
* Analysing PPC campaign Performance from Google analytics tool & generating desired leads to company.
* Monthly reports based on existing campaign.

*Social Media Marketing:*

* Maintaining Brand image on Social media platforms (Facebook, Twitter, LinkedIn, Pinterest, YouTube, and Google Plus.
* Handling SMM campaigns (Facebook) by using Power Editor.

*Email Marketing:*

* Creation and execution of Email based marketing campaigns.
* Good at analysing the best time and day to send the mails to get good click rate and open rate.
* Photos and Banners designing by using Photoshop.
* Monthly reports based on existing campaign.

**EDUCATION & QUALIFICATIONS**

* B.tech Sreenivasa College of Engineering &Technology Kurnool (2014).

**CAREER HIGHLIGHTS**

* 6 months worked in Videocon D2h services as telecaller
* 1 year worked in BSRtelugu.com as content writer
* 2 years worked in Ericsson as Radio Frequency Engineer
* Currently working in Digital Gannet as Digital Marketing Analyst

**TECHNICAL SKILLS:**

* Proficiency in MS Excel, PowerPoint, and Word.
* Real time experience on Double click Advertising.
* Outstanding ability to think creatively, identify and resolve problems.

**TOOLS EXPERTISE:**

* Google Webmaster Tool
* Seoquaketool
* Seomofo tool
* Power editor
* Hoot Suite
* Google analytics tool
* Semrushtool
* Similarweb
* Photoshop

**PERSONAL DETAILS:**

NAME : **Bangi Ramanjaneyulu**

GENDER : Male

NATIONALITY : Indian.

HOBBIES : Finding Happiness in helping others, Swimming, cooking.

DATE OF BIRTH : 16-06-1993.

LANGUAGES : English and Telugu.