

CHAKRI REDDY

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PROFILE SUMMARY

Results-driven Digital Marketing Executive with hands-on experience in SEO, Google Ads, and Social Media Marketing. Skilled in driving website traffic, generating leads, and optimizing campaigns for maximum ROI. Passionate about leveraging data-driven strategies to improve brand visibility and business growth.

PROFESSIONAL EXPERIENCE

Digital Marketing Executive

ABC Company / Digital Brolly, Hyderabad
Jan 2025 – Present

- Managed SEO activities including keyword research, on-page & off-page optimization
 - Improved website rankings and increased organic traffic
 - Planned and executed Google Ads campaigns (Search & Display)
 - Optimized campaigns to improve CTR and reduce CPC
 - Managed social media platforms (Instagram, Facebook, LinkedIn)
 - Created engaging content and increased audience engagement
 - Monitored performance using Google Analytics & Search Console
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CORE SKILLS

SEO • Google Ads (PPC) • Social Media Marketing • Content Marketing
Keyword Research • Campaign Optimization • Analytics & Reporting

TOOLS

Google Ads • Google Analytics • Search Console • SEMrush / Ubersuggest • Canva • WordPress

KEY ACHIEVEMENTS

- Increased website traffic by XX% through SEO strategies
 - Improved ad campaign performance with higher CTR and lower CPC
 - Boosted social media engagement and followers growth
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EDUCATION

Bachelor's Degree (B.Com / B.Sc / B.Tech)
XYZ College, Hyderabad — 2024

CERTIFICATIONS

Digital Marketing Certification • Google Ads Certification • SEO Certification

LANGUAGES

English • Telugu • Hindi