



LAVANYA SIRIGOWNI

DIGITAL MARKETER

An young and Enthusiastic Digital Marketer Skilled in SEO, SMO, SEM and Youtube Optimisation carrying 2.6 Years of Digital Marketing Industry Experience

Certifications

- Google Digital Unlocked
- Advanced Google Analytics
- Ultimate Google Ads Training from Udemy
- Mega Digital Marketing Course A-Z from Udemy
- HubSpot SEO Certification
- Get Discovered YouTube Certification

Professional Experience

Vedantu Innovations Pvt. Ltd.

(May 2020 - Present)

Associate SEO Executive

On Page and OFF Page SEO:

- Strategic Keyword Research for better ROI
- Meta Title, Meta Description, Meta Tags, URL Optimisation, Image Optimisation, XML Sitemap, 301 & 302 Redirections
- Using Skyscraper Technique and Moving Man Method Technique for getting high quality backlinks and to increase organic Traffic
- Reducing Spam Score of the Website
- KPI Monitoring and Strategy Preparation
- Reporting Using Google Analytics and Search Console
- Working with Content Team for SEO Content needs
- Performing Competitor Analysis and Site Audits
- Performed Off Page Activities such as Social Bookmarking, Guest Posting, Web 2.0, Article Submissions, and Quora

SEM:

- Strategic planning for Paid Campaigns
- Creating and optimizing Paid Search campaigns for Lead Generation and Website Traffic, Display and Video Ad campaigns for Brand Awareness and App Promotion campaigns

Tools Used

- Google Keyword Planner, Google Trends and Google Ads
- Google Analytics, Google Search Console and Google Tag Manager
- Semrush, Moz, vidIQ, and TubeBuddy
- Ubersuggest and Canva

Educational Qualifications

- Bachelor of Engineering in Electronics and Communication - RNSIT | 2015 - 2019 | CGPA- 6.5
- PUC - Shree Skanda Central School | CBSE Board | 2013 -2015 | Aggregate - 70%
- SSLC - The smart School | CBSE Board | 2012-2013 | CGPA - 7.2

Contact



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Declaration

I hereby confirm that all the details furnished above are authentic and accurate to the best of my belief.

YouTube Optimisation

- Keyword Research
- Title, Description, Tags, Playlists, end screen, Cards and Channel Home Page Optimisation
- Training new employees in youtube optimisation
- Channel Customization, Community, Story, Shorts and chapters optimisation
- Analyzing channel Analytics and performing reports to increase impressions and to get more views
- Competitor Analysis and solving copy right issues
- Getting Daily Ideas, Trend Alerts, and Keywords inspection Using Vid IQ, Tube Buddy and analytics
- Taking First round of technical interview

Prwatech (October 2019 - May 2020) Junior Digital Marketing Executive

- On Page Optimization for blogs
- Off Page activities like Classifieds, Web 2.0, Social, Bookmarking, Blog Commenting, Quora, Guest Blogs, Article submissions, Infographics ,PPT & PDF submissions.
- Managed social media accounts and analytics and Created social media Posts and videos for daily postings.
- Increased social media followers through organic.
- Youtube Optimisation and managed their channel analytics.
- Performing Website Audits and competitor analysis.
- Schema Markups and Google My Business