



NAVEEN KUMAR KONADA

Phone: +918686225563
Email: navinkonada@gmail.com
Website: www.naveenkonada.com
Linkedin: www.linkedin.com/in/naveen-kumar-konada/

SUMMARY

Highly experienced Senior Digital Marketing Specialist, SEO Specialist & Wordpress Developer Professional with 7+ years of expertise in developing, managing, and optimizing WordPress websites for performance, conversions, and organic growth. Skilled in custom theme and plugin development, Shopify customizations, and full lifecycle website builds for e-commerce, service, SaaS, signage, telecom, and real estate verticals.

Capable of delivering high-performing, conversion-focused, and SEO-friendly websites that support brand positioning, user experience, and lead generation. Experienced in integrating APIs, third-party services, CRMs, payment gateways, and marketing platforms into WordPress and Shopify environments.

Strong understanding of SEO, technical SEO, local SEO, content optimization, keyword strategy, schema, and performance-based ranking improvements, supported by advanced analytics and reporting. Skilled in running Google Ads & Meta Ads with structured targeting, retargeting, and conversion-driven strategies aligned with landing pages and CRO.

Focused on improving site speed, security, and infrastructure using caching, CDN configurations, lazy loading, and modern optimization techniques aligned with Core Web Vitals. Knowledgeable in security hardening, backups, SSL, malware prevention, user roles, and compliance best practices.

Committed to delivering visually appealing, technically sound, and ROI-focused digital solutions with structured communication, documentation, and post-launch support. Continuously evolving with the latest WordPress ecosystem updates, SEO trends, and advertising technologies.

TECHNICAL SKILLS

WordPress & Shopify Development

- Custom Themes & Plugin Development | WooCommerce & E-commerce Integrations | Shopify Theme Customization | API Integrations & CRM Connections | Page Builders (Elementor, WPBakery, Gutenberg) | Hosting, DNS, SSL & Deployments | Git/GitHub Version Control

Performance Optimization

- Core Web Vitals Optimization | Image Compression & Lazy Loading | Cache Setup (WP Rocket, LiteSpeed, W3TC) | CDN Configuration (Cloudflare) | Speed & Lighthouse Improvements

Security & Infrastructure

- SSL & HSTS Policies | Malware Monitoring & Mitigation | Role & Permission Management | Backup & Restore Systems | Vulnerability Assessments

SEO & Digital Optimization

- SEO Audits & Technical Fixes | Keyword Research & Mapping | On-page Optimization & Schema | Local SEO & GBP Optimization | Off-page Link Building & Outreach | Content Optimization & CRO | Analytics & Campaign Tracking

Paid Advertising (Ads)

- Google Search & Display Campaigns | Meta/Instagram Ads & Retargeting | Funnel Strategy & Conversion Tracking | Campaign Optimization & Scaling | Budget Management & Reporting

TOOLS & PLATFORMS

• Ahrefs, SEMrush, Moz, Screaming Frog, DeepCrawl | SurferSEO, Keyword Planner, Yoast, RankMath Analytics & Tracking | GA4, Search Console, Tag Manager | Looker Studio, Clarity, UTM Tracking Ads & Marketing | Google Ads, Meta Business Suite | Merchant Center, Audience Insights CMS / Deployment | WordPress, WooCommerce, Shopify | cPanel, WHM, FTP/SFTP, Cloudflare Design & Content | Canva, Figma, Adobe XD, Photoshop

WORK EXPERIENCE

Joseph Group — Senior Digital Marketing Specialist | WordPress Developer | SEO Specialist | SMO | ADS *Mar 2025 – Jan 2026 | Dubai, UAE (Remote)*

- Built multiple WordPress websites and landing pages for Joseph Group's brands and sub-divisions.
- Managed SEO projects for global divisions targeting UAE, GCC, European, and Asian markets.
- Conducted keyword research and mapped keywords to commercial and informational intent.
- Performed on-page optimization including metadata, schema markup, URL structuring, and content updates.
- Implemented technical SEO improvements to enhance crawlability and indexation across regions.
- Optimized internal linking, product pages, and service categories for higher keyword depth.
- Collaborated with international marketing teams for approvals, content localization, and deployment.
- Monitored rankings, organic impressions, CTR, and traffic growth using Search Console & GA.
- Improved international visibility through multilingual SEO and regional targeting strategies.
- Delivered weekly SEO reports, project updates, and performance summaries to leadership.

The VoIP Shop — Senior SEO Specialist | WordPress Developer *Jan 2025 – Mar 2025 | London, UK (Remote)*

- Executed a dedicated SEO project for The VoIP Shop focused on the UK B2B communication market.
- Developed and optimized WordPress pages for VoIP hardware, phone systems, and add-on services.
- Conducted full technical SEO audits and implemented fixes for crawl, speed, and indexation issues.
- Improved service page rankings through structured content and on-page SEO enhancements.
- Managed backlink building and outreach to enhance domain authority within UK territory.
- Performed competitor analysis for top VoIP providers to improve positioning and content strategy.
- Enhanced Local SEO performance for UK searches related to VoIP systems and business telephony.
- Used tools such as Ahrefs, SEMrush, Moz, Search Console, and GA for insights & reporting.
- Delivered monthly performance reports with ranking improvements and organic traffic insights.
- Collaborated with product & content teams to align SEO with commercial product goals.

FatWeb Limited — Senior Digital Marketing Specialist | SEO Manager | WordPress Developer | ADS *Jul 2022 – Jan 2025 | Auckland, New Zealand (Remote)*

- Managed SEO operations across 110+ projects covering e-commerce, services, SaaS, and B2B sectors.
- Developed WordPress websites, blogs, service pages, and funnels for diverse industries.
- Led Local SEO strategies for AU & NZ markets, increasing visibility for service-based clients.
- Directed SEO team workloads, project assignments, deliverables, and reporting schedules.
- Conducted keyword research, content planning, technical audits, and backlink activities.
- Prepared proposals, SEO strategies, and digital execution plans for new clients.
- Implemented SOP frameworks for SEO execution, quality assurance, and communication.
- Managed stakeholders, onboarding, timelines, expectations, and performance reviews.
- Coordinated analytics reporting using GA, GSC, Clarity, and Data Studio dashboards.
- Mentored junior specialists in SEO fundamentals, WordPress workflows, and tool usage.

Digivin — Senior Digital Marketing Specialist | WordPress Developer | SEO Specialist | SMO | ADS *Sep 2019 – Aug 2022 | Visakhapatnam, India (Remote)*

- Managed full digital marketing stack including SEO, SMO, paid ads, and CRO for multiple clients.
- Designed and developed WordPress & Shopify websites focused on branding and conversions.
- Executed Meta Ads & Google Ads campaigns for lead generation and brand awareness.
- Performed SEO audits, keyword research, competitor analysis, and ranking improvements.
- Managed SMO campaigns across Facebook & Instagram to boost organic reach and engagement.
- Handled client communication, CRM, proposal creation, and digital strategy planning.
- Implemented e-commerce SEO and CRO improvements for online stores and catalogs.
- Coordinated content writing, visual assets, and branded creatives using Canva.
- Delivered performance dashboards, analytics reports, and optimization recommendations.
- Supported business development and product positioning initiatives for new verticals.

Shiftwave Technologies — Digital Marketing Specialist | WordPress Developer | SEO Specialist | SMO | ADS *Jun 2020 – May 2022 | Visakhapatnam, India (On-site)*

- Built customized WordPress websites with optimized UX, speed, and functionality.
- Executed SEO & SMO strategies to improve rankings, visibility, and engagement.
- Managed social campaigns across Facebook, Instagram, and Google for lead-driven niches.
- Performed on-page optimization, metadata structuring, and content improvements.
- Tracked campaign performance using Google Analytics and Search Console.
- Coordinated with clients for updates, reporting, and requirement execution.
- Implemented basic PPC activities and conversion optimization for selected projects.

SRJ Infoways – Digital Marketing Executive

May 2018 – May 2020 |
Visakhapatnam, India (On-site)

- Spearheaded digital marketing efforts, including social media campaigns, SEO strategies, and paid ads, resulting in measurable traffic and lead growth.
- Created customized WordPress websites with advanced functionalities, including database management and plugin development.
- Optimized websites for speed and security, ensuring cross-browser compatibility and user-friendly designs.
- Conducted code reviews and improved open-source practices, enhancing team efficiency and product quality.
- Manage SMO campaigns to elevate brand presence and drive engagement on social media platforms.
- Collaborate with content creators to produce SEO-friendly content for various channels.
- Maintain and optimize WordPress websites for optimal performance and user experience.
- Analyze website metrics using tools like Google Analytics to assess campaign effectiveness.
- Implement CRO techniques to enhance website elements and increase conversion rates.
- Conduct technical SEO audits to identify and resolve website issues.
- Collaborate with internal teams and external stakeholders to align digital marketing initiatives with business objectives.

WNS Global Services – Process Associate (Health Care)

Feb 2017 – Feb 2018

- Analyzes and manages complex or technically difficult claims by investigating and gathering information to determine the exposure on the claim; manages claims through well-developed action plans to an appropriate and timely resolution.
- Assesses liability and resolves claims within the evaluation.
- Negotiates settlement of claims within designated authority.
- Accurately process healthcare insurance claims, ensuring compliance with industry regulations and company policies.

EDUCATION

Andhra University

Master of Business Administration – MBA, Digital Marketing – Jan 2023

Andhra University

Bachelor of Commerce – BCom, Accounting – 2011 – 2015

ADDITIONAL INFORMATION

Languages: English, Telugu

Certifications:

- Advanced Google Analytics – Google Analytics
- Google Analytics for Beginners – Google Analytics
- Digital Marketing – HubSpot Academy
- Social Media Marketing – HubSpot Academy
- AI Master Class – Freedom With AI
- SEO Certified – CareerNinja | LearnTube
- LinkedIn Marketing Strategy – LinkedIn Marketing Strategy
- Certificate of Excellence in Digital Marketing – HubSpot Academy
- Outstanding Performance in SEO – CareerNinja | LearnTube

Awards/Activities:

- Received the "Best SEO Employee" Award for outstanding performance and contributions to search engine optimization.
- Successfully built and launched over 100 WordPress websites, demonstrating proficiency in web development and content management.
- Designed and created more than 5000 graphic flyers using Canva, showcasing creativity and design skills.
- Achieved top 10 search results rankings within just 4 months on highly competitive keywords, highlighting effective SEO strategies and execution.
- Managed and handled over 200 projects within an agency setup, demonstrating excellent project management skills and multitasking abilities.
- Successfully navigated and optimized digital marketing campaigns for small service businesses in the USA, India, and New Zealand, showcasing adaptability and cross-cultural competency.
- Delivered high results in both organic and paid traffic acquisition, demonstrating expertise in performance marketing and campaign optimization.
- Maintained and managed end-to-end e-commerce projects, covering all aspects of digital marketing from strategy development to shipping logistics.