

NAVEEN KUMAR KONADA



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SUMMARY

I'm a Senior SEO Specialist/Manager at Fatweb. I help businesses grow online by making their websites more visible on search engines like Google. I've been doing this for over seven years and have experience in different parts of digital marketing, like SEO, social media, and paid ads. I've worked on projects in countries like the USA, UK, China, and New Zealand, for all kinds of businesses.

I also know how to make websites using WordPress, Shopify and Flyers design graphics using Canva. I've made over 100 websites, and I'm good at designing stuff for websites and mobile apps. I've got certifications in social media marketing and Google Analytics too.

If you are looking for a Digital Marketing Specialist who is passionate about driving results and improving brand presence, I am confident that my skills and experience make me an excellent fit. Let's connect and explore how we can work together to achieve your digital marketing objectives.

TECHNICAL SKILLS

- **Skills:** SEO Specialist , SEO Strategy Development, Keyword Research and Analysis, On-Page and Off-Page Optimization ,SEO Audits , Google Analytics and Search Console, Local SEO Optimization, Competitor Analysis, Analytics and Reporting , Word Press Web design , Social Media Optimization, Agency Proposals , Presentation , Canva Expert , Graphic Design ,Social Media Calendar ,Project Management, ,Paid Advertising (Facebook Ads, Instagram Ads).
- **Tools :**Google Keyword Planner, SEMrush, Ahrefs, Moz Keyword Explorer, Screaming Frog SEO Spider, Google Search Console (GSC), Google Analytics (GA), Yoast SEO Plugin (for WordPress), SpyFu, Ubersuggest, SEOquake, SE Ranking, ClickUp, Slack, Looker Studio, Search Atlas, SEO Pressor,Mailchimp, Hootsuite, Buffer, Google Ads, Facebook Ads Manager, LinkedIn Ads, Canva,, HubSpot,Instagram Ads , Chat GPT, AI Tools.

WORK EXPERIENCE

**Senior Search Engine Optimization Specialist/Manager -
Fatweb Limited (The Creative Hires)**

June 2022 - Present

- Conduct comprehensive SEO audits and in-depth keyword research to identify opportunities for optimization.
- Implement on-page and off-page SEO strategies to enhance website visibility and organic search rankings.
- Develop tailored content strategies aimed at attracting and engaging target audiences.
- Monitor and analyze website performance and Google My Business (GMB) profiles using SEO tools and analytics platforms.
- Develop and execute comprehensive SEO strategies aligned with client objectives and industry best practices.
- Perform detailed keyword research and competitor analysis utilizing tools such as Ahrefs, SEMrush, and Moz.
- Utilize SEO auditing tools like Screaming Frog and DeepCrawl to identify technical issues and recommend solutions for optimal site performance.
- Collaborate with cross-functional teams including content creators, developers, and designers to implement SEO optimizations.
- Oversee the creation and execution of content strategies aligned with SEO objectives to ensure high-quality, engaging content.
- Manage and optimize Google My Business profiles for local clients to improve visibility in relevant geographic areas.
- Regularly analyze website performance using Google Analytics, providing actionable insights to enhance SEO effectiveness.
- Generate comprehensive reports using tools such as Google Data Studio, Search Atlas, SE Ranking, SEMrush, and Oviond, and present findings to clients.
- Stay updated on industry trends, algorithm updates, and emerging SEO techniques to enhance campaign effectiveness.
- Utilize ClickUp software for efficient project management and task assignment.
- Oversee workforce management to ensure team members are aligned with project timelines, deliverables, and objectives.

WORK EXPERIENCE

SEO Consultant / Digital Marketing - Digivin

Sep 2019 - Aug 2022

- SEO Optimization: Develop and execute comprehensive SEO strategies to improve website visibility, ranking, and organic traffic across major search engines.
- Manage and optimize social media profiles to enhance brand presence and engagement on platforms such as Facebook, Instagram, and others.
- Plan, create, and monitor effective Facebook and Instagram ad campaigns to drive targeted traffic, increase conversions, and achieve business objectives.
- Design visually appealing and impactful marketing materials including posters, social media graphics, and other visual assets to support digital marketing campaigns and brand identity.
- Prepare and deliver compelling presentations and proposals to prospective clients, showcasing expertise in digital marketing strategies, services, and solutions offered by Digivin.
- Implement tactics to boost organic website traffic through content optimization, keyword research, link building, and other SEO techniques, driving sustainable growth over time.
- Utilize analytics tools such as Google Analytics to track, analyze, and report on key performance metrics and insights, providing data-driven recommendations for campaign optimization and improvement.
- Develop and execute content strategies aligned with SEO goals and audience interests, including content creation, optimization, and distribution across various online channels.
- Client Relationship Management: Foster strong relationships with clients by understanding their needs, providing strategic guidance, and delivering results-driven digital marketing solutions that meet or exceed expectations.

SEO Specialist / Digital Marketing Specialist - Shiftwave Technologies

Jun 2020 - May 2022

- Conduct comprehensive SEO audits and analysis to identify opportunities for optimization and improvement.
- Develop and implement strategic SEO campaigns to enhance website visibility and increase organic traffic.
- Manage social media optimization (SMO) strategies across various platforms, including Facebook and Instagram, to amplify brand presence and engagement.
- Plan, create, and optimize Facebook ads and Instagram ads to drive targeted traffic and achieve marketing objectives.
- Design visually appealing graphics for posters, social media posts, and other marketing materials to maintain brand consistency and attract audience attention.
- Prepare and deliver compelling agency presentations and proposals to prospective clients, showcasing services and tailored solutions.
- Monitor website traffic, user behavior, and key performance indicators using analytics tools to measure campaign effectiveness and make data-driven decisions.
- Implement on-page and off-page SEO techniques, including keyword research, link building, and content optimization, to improve search engine rankings.
- Collaborate with cross-functional teams to align digital marketing efforts with overall business objectives and ensure consistency in messaging and branding.
- Generate detailed reports on SEO performance, social media metrics, and advertising insights to provide actionable recommendations for continuous improvement.

Digital Marketing Executive - SRJ Infoways

May 2018 - May 2020

- Develop and implement SEO strategies to boost organic traffic and enhance website ranking.
- Perform keyword research and optimize content for improved search engine visibility.
- Execute on-page and off-page SEO tactics to increase domain authority and backlink profile.
- 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.

Process Associate - WNS Global Services

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.