

Ravi Vankayalapati

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Professional Summary

➤ Enthusiastic and detail-oriented Digital Marketing professional with practical experience in SEO, Google Ads, WordPress, and social media marketing. Adept at executing campaigns, optimizing content, and analysing performance using tools like SEMrush, Ahrefs, and Google Analytics. Skilled in creating engaging digital content and improving online visibility through data-driven strategies. Passionate about delivering measurable results, increasing brand awareness, and continuously learning in the fast-evolving digital space.

Experience

ODMT – Digital Marketing Intern

Apr 2025 – Present

- Gained hands-on experience in **WordPress** by managing website content, optimizing page structure, and improving user experience to support SEO efforts.
- Executed comprehensive **SEO strategies**, including keyword research, on-page optimization, and technical audits using **SEMrush, Ahrefs**, and **Google Keyword Planner**.
- Supported **Google Ads** campaign creation and management, assisting with ad copy, keyword targeting, and performance analysis to improve CTR and ROI.
- Developed and scheduled engaging content for **social media platforms** like Facebook, Instagram, and LinkedIn, contributing to increased reach and engagement.
- Designed visual creatives using **Canva** for blogs, social posts, and ad creatives to maintain brand consistency and appeal.
- Managed **email marketing campaigns** using list segmentation, subject line testing, and performance analysis to improve open and click-through rates.
- Gained exposure to **influencer marketing and affiliate marketing**, contributing to outreach planning and partnership evaluation to support brand growth.
- Tracked digital performance metrics using **Google Analytics** to create campaign reports, identify traffic sources, and provide data-driven insights.
- Conducted competitive analysis and reporting to guide marketing strategy and identify content and keyword gaps.
- Collaborated with the marketing team in brainstorming sessions, content calendars, and integrated campaign planning.

EG Innovations Pvt. Ltd – Trainee Programmer

Chennai (Oct 2021 – Mar 2022)

- Developed and debugged web applications using Ext.js, Java, Servlets, HTML, CSS, and JavaScript.
- Assisted in fixing software bugs, improving application stability, and optimizing UI/UX components.
- Worked within an **Agile development** environment to deliver efficient software solutions.

Wyre Flow Technologies - Tester Intern (1-month internship)

- Created and executed manual test cases to ensure software quality and stability
- Reported bugs and collaborated with developers to enhance product performance.
- Gained experience in **automation testing** frameworks.

Certifications

- Google Ads Search, Display, Video, and App, Performance Max Certificates
- Google Analytics
- SEMrush SEO Toolkit Certificate
- LinkedIn HTML Essentials Training
- Presentation – “Safe Locker using Fingerprint & RFID” at National Conference

Skills

- **Digital Marketing Tools:** SEMrush, Ahrefs, Uber suggest, Google Analytics, Google Ads
- **Platforms:** WordPress, Canva, LinkedIn, Instagram, Facebook
- **Marketing:** SEO, Social Media Marketing, Google Ads (Search, Display, Video, App), Email Marketing
- **Technical:** Java, JavaScript, HTML, CSS, Git, GitHub
- **Other:** Manual Testing, Automation Testing Basics

Education

• Bharath Institute of Higher Education & Research(C.S.E)	2017 – 2021
• Sri Gayatri junior College <i>Inter/M.P.C</i>	2015 – 2017
• Annapurna High School (10th)	2005 – 2015

Languages Known

- English – Professional
- Telugu – Native

Declaration

I hereby declare that all the information given above is true and correct to the best of my knowledge.