

POSI SRIJA PAPPOPPULA

Hyderabad | +91 8328350804 | psiri.1994@gmail.com | LinkedIn: [Link](#) | Portfolio: [Link](#)

Profile Summary

Results-driven **SEO Analyst** with 2+ years of experience in **optimizing website performance**, **increasing organic visibility**, and implementing strategic **SEO and paid advertising solutions**. Expertise in **technical SEO**, **on-page and off-page optimization**, **advanced analytics**, and **digital advertising campaigns** including **Google Ads** and **Meta Ads**. Skilled in **Google Tag Manager**, **schema markup**, **mobile SEO**, and **search engine ranking** improvements. Successfully implemented integrated SEO and PPC strategies to drive website performance, increase conversions, and enhance brand visibility. Proficient in **collaborating with clients** and teams to create **user-friendly websites** and **impactful digital strategies** that deliver measurable outcomes.

Core Skills

- **Technical SEO** - Audits, Schema Markup, Page Speed Optimization
- **On-Page SEO** - Meta Tags, Keyword Research, Internal Linking
- **Off-Page SEO** - Backlink Strategies, Digital PR, Outreach
- **Paid Ads** - Google Ads Campaign Management, Meta Ads, Audience Targeting, Budget Optimization
- **Tools** - Google Analytics, Search Console, SEMrush, Ahrefs, Screaming Frog, Google Ads Manager, Meta Business Suite
- **CMS** - WordPress, Wix, Simvolvy
- **Content Strategy** - Blogs, Landing Pages, Guest Posts
- **Local SEO** - Google My Business
- **Social Media Management**

Professional Work Experience

SEO Analyst

Denary Media, Hyderabad | Sep 2023 – Present

- Improved **organic visibility** for client websites through tailored **SEO strategies**, including **technical SEO**, **on-page optimization**, and **content implementation**.
- Managed **Google Ads campaigns** for clients, including **search ads** and **display ads**, optimizing **keywords**, **bids**, and **targeting** for maximum ROI.
- Executed **Meta Ads campaigns**, creating **ad sets**, optimizing **creatives**, and analyzing performance.
- Conducted **keyword research** and **competitive analysis** using **SEMrush**, **Ahrefs**, and **Google Keyword Planner**.

- Delivered **performance reports** by analyzing **SEO** and **paid ads KPIs** using **Google Analytics**, **Search Console**, and **Meta Business Suite**.
- Led **on-page SEO optimization** including **meta tags**, **headers**, **schema markup**.
- Managed **backlink-building** via **white-hat outreach** and **digital PR**.
- Supported **content creation** and optimized **landing pages** and **blogs**.
- Used **Screaming Frog** and **Search Console** to monitor performance and fix SEO issues.
- Collaborated across teams to integrate **SEO and PPC best practices**.

Digital Marketing Associate

THIRD EYE RETAIL PVT LTD (SchoolMart), Hyderabad | Mar 2023 – Aug 2023

- Contributed to **off-page SEO** by executing effective **link-building strategies**.
- Conducted **keyword research** using **Google Keyword Planner**.
- Assisted in **social media marketing** and **campaign analysis**.
- Supported **email marketing campaigns** aligned with **SEO strategies**.

SEO Work Experience Projects

- **Vasavi Atlantis (Real Estate):** **Link-building**, **Google Ads** for high-intent leads, internal linking improvement.
- **Star Hospitals (Healthcare):** **Google Ads** for targeted health services, **technical SEO** enhancements.
- **PHYX (Physiotherapy):** **Backlink acquisition** and **Meta Ads** for local engagement.
- **Bluland Water Park:** **YouTube SEO** and **Facebook Ads** to boost seasonal traffic.
- **Dr. Adarsh Annapareddy:** **Website optimization** and **Google Ads** for appointments.
- **KIMS Sunshine:** **Internal linking**, **SEO-friendly CMS**, and **Meta Ads** for awareness.

Additional SEO Work Experience Projects

- Denary Media - Off-page SEO, directory submissions, performance tracking using Ahrefs and Moz.
- Dr.Tejasvi Vemuru - Backlink outreach and meta optimization.
- Bluthunder Water Park - YouTube SEO and video tagging.
- Sarvejana Foundation - GMB optimization and local strategy.
- Vem Specialty Clinics - Backlink acquisition and content enhancement.
- Amaya Clinic - CMS management, internal linking, and SEO structuring.

Landing Pages & Websites

- Sreshth Media | [Website Link](#)
- Kapil Properties | [Landing Page Link](#)
- The Lit People | [Website Link](#)
- Malla Reddy Narayana Hospitals - Knee campaign (expired)

Certifications

- Google - Digital Marketing & E-commerce - [Link](#)
- Udemy - Complete Digital Marketing Guide - [Link](#)
- HubSpot Academy - Content Marketing - [Link](#)

Education

Bachelor of Technology (B. Tech) in Electronics and Communication Engineering
Rajamahendri Institute of Engineering & Technology

Languages

English (Proficient), Telugu (Native), Hindi (Proficient)

Soft Skills

- Analytical Thinking - SEO/PPC audits and performance tracking.
- Attention to Detail - Optimization, ad copy structure, schema.
- Problem-Solving - Crawl error fixes, page speed, ad performance.
- Communication - SEO/ad alignment with clients and teams.
- Team Collaboration - Working cross-functionally.
- Time Management - Managing campaigns and deadlines.
- Adaptability - Adjusting to Google and ads updates.
- Creativity - Link-building and ad creatives.
- Project Ownership - SEO and PPC strategy management.
- Client Management - Reports, goals, and strategic input.