

POSI SRIJA PAPPOPPULA

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PROFILE SUMMARY

Results-driven **SEO Analyst** with **2+ years of experience** in optimizing website performance, increasing organic visibility, and implementing strategic SEO solutions. Expertise in **technical SEO, on-page and off-page optimization, and advanced analytics**. Skilled in **Google Tag Manager, schema markup, mobile SEO, and search engine ranking improvements**. Successfully implemented SEO strategies for **website performance optimization, Google algorithm updates, link-building strategies, and organic traffic growth**. 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**
- **Tools – Google Analytics, Search Console, SEMrush, Ahrefs, Screaming Frog**
- **CMS – WordPress, Wix, Simvol**
- **Content Strategy – Blogs, Landing Pages, Guest Posts**
- **Local SEO – Google My Business**
- **Social Media Management**

PROFESSIONAL WORK EXPERIENCE

SEO Analyst

Denary Media, Hyderabad, Telangana | *Sep 2023 – Present*

- Improved organic visibility for client websites through tailored SEO strategies, including technical SEO, on- page optimization, and content implementation.
- Performed in-depth **keyword research** and **competitive analysis** using tools like **SEMrush, Ahrefs**, and **Google Keyword Planner** to identify high-potential opportunities.
- Delivered monthly **performance reports**, analyzing key **SEO KPIs** using **Google Analytics, Search Console**, and **SEMrush** to track ROI and inform strategic decisions.
- Led **on-page SEO** efforts—optimized **meta tags, headers, URLs, internal links**, and implemented **schema markup** for enhanced indexing and user experience.
- Managed backlink-building campaigns using white-hat outreach and digital PR, boosting domain authority and search rankings.
- Supported SEO-driven content creation, optimizing landing pages, blog posts, and product pages with targeted keywords and user intent in mind.
- Used **Screaming Frog, Google Analytics**, and **Search Console** to monitor performance, fix **technical SEO issues**, and improve site health.
- Collaborated across teams to integrate **SEO best practices** into development and content workflows for long-term performance gains.

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**, improving domain authority.
- Conducted **keyword research** using **Google Keyword Planner** to identify high-traffic keywords.
- Assisted in **social media marketing**, creating engaging content and analyzing campaign performance.
- Supported **email marketing campaigns**, crafting compelling copy and ensuring alignment with SEO strategies.

SEO WORK EXPERIENCE PROJECTS

- **Vasavi Atlantis (Real Estate)**: Developed and executed **link-building campaigns**, increasing **domain authority** and **search rankings**. Improved **site structure** and **internal linking** through **technical SEO**.
- **Star Hospitals (Healthcare)**: Optimized **website content** and **technical SEO** elements (**page speed**, **structured data**). Managed **CMS** for **responsive web pages**.
- **PHYX (Physiotherapy)**: Implemented **off-page SEO strategies**, including **backlink acquisition** and **content updates**.
- **Bluland Water Park**: Optimized **YouTube video content**, improving **meta tags** and **descriptions** for increased engagement.
- **Dr. Adarsh Annapareddy (Orthopedic Doctor)**: Conducted advanced **keyword analysis**, optimized **website content**, and improved **site speed**.
- **KIMS Sunshine (Multispecialty Hospitals)**: Implemented **internal linking strategies**, optimized **CMS** for **SEO-friendly** and **mobile-responsive** user experience.

Additional SEO Work Experience Projects:

- **Denary Media**: Led **off-page SEO activities** (**link building**, **directory submissions**, **social bookmarking**). Monitored **SEO performance** using **Ahrefs** and **Moz**.
- **Dr. Tejasvi Vemuru (ENT Doctor)**: Conducted **off-page SEO outreach** for **backlink development**. Optimized **website content**, **meta tags**, and **headers**.
- **Bluthunder Water Park**: Managed and optimized the **YouTube channel** using **SEO techniques** such as **keyword research** and **video tagging**.
- **Sarvejana Foundation (Non-Profit Organization)**: Verified **Google My Business (GMB)** listing and optimized **content/SEO strategies** for better rankings.
- **Vem Specialty Clinics (Multispecialty Clinics)**: Implemented **off-page SEO**, focusing on **backlink acquisition** and **content optimization**.
- **Amaya Clinic (Aesthetic Clinic)**: Managed **CMS** to create **responsive web pages**, improved **internal linking**, and optimized **meta tags**.

LANDING PAGES & WEBSITES

- **Sreshth Media** | [Website Link](#)
- **Kapil Properties** | [Landing Page Link](#)
- **The Lit People** | [Website Link](#)
- **Malla Reddy Narayana Hospitals** (Knee campaign landing page - 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** – Shown through keyword analysis, performance tracking, and SEO audits.
- **Attention to Detail** – Demonstrated in on-page optimization, meta tag structuring, and schema implementation.
- **Problem-Solving** – Fixing crawl errors, improving page speed, and resolving SEO-related issues.
- **Communication Skills** – Collaborating with content teams, developers, and clients.
- **Team Collaboration** – Working cross-functionally with marketing, development, and creative teams.
- **Time Management** – Managing multiple projects and meeting deadlines (especially across multiple clients)
- **Adaptability** – Keeping up with Google algorithm updates and adjusting strategies accordingly.
- **Creativity** – Developing unique backlink campaigns and optimizing YouTube content.
- **Project Ownership** – Independently managing end-to-end SEO strategies.
- **Client Management** – Working directly with clients to meet SEO goals and explain analytics reports.