

SHRAVAN KUMAR PAYYAVULA – Digital Marketing executive

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Professional Summary:

Results-driven **Digital Marketing Professional** with **over 2 years** of experience executing data-driven digital marketing campaigns for maximum ROI. Leveraging a master's degree in **management** focusing on **Business Analytics**, I combine data-driven insights and strategic thinking to drive measurable growth. Proven expertise in **SEO, PPC, and social media marketing**, resulting in improved website performance and lead generation. Proficient in **Google Analytics 4, and Google Ads**, and **certified in PPC, content marketing, and Google Analytics**. Seeking a challenging role to apply my analytical skills and deliver exceptional business outcomes.

Skills:

- Proficient in optimizing website content and structure to improve search engine rankings and drive organic traffic through **Search Engine Optimization (SEO)**.
 - Experienced in managing paid search campaigns to enhance visibility and generate leads with **Search Engine Marketing (SEM)**.
 - Skilled in creating and managing **Pay Per Click (PPC)** Marketing campaigns across **Google Ads** and **Meta (Facebook)**.
 - Expertise in developing Content Marketing strategies to engage audiences and drive traffic, including proficiency with email marketing tools like **Mailchimp**.
 - Proficient in designing websites using **WordPress** and creating graphics with **Canva** for effective **web design** and **graphic design**.
 - Experienced in **managing** and **optimizing social media** profiles on social media platforms such as **Meta (Facebook), Instagram, Twitter, and LinkedIn**, utilizing tools like **Hootsuite** and **SEMrush** to boost engagement and brand presence
 - Strong ability to analyze digital marketing data and derive actionable insights using tools like **Google Analytics** and **Excel**.
 - Adept at utilizing **Leads Gorilla** to streamline **lead generation** processes and enhance lead management strategies for improved acquisition and **conversion rates**.
 - Proficient in Business Intelligence (BI) and **data visualization**, with hands-on experience in data analysis using **Excel** and basic **R Studio** skills for analytics.
 - Skilled in using various technical tools including **Google Analytics, Excel, Google Ads, HubSpot, SEMrush, Meta Studio, Canva, WordPress, Mailchimp, Hootsuite, Leads Gorilla, and R Studio**.
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Certifications:

- Pay Per Click (PPC) Foundations - Simplilearn
- Google Analytics for Beginners - Google Analytics 4
- Advanced Google Analytics - Google Analytics 4
- Content Marketing Certification - Chegg Inc.
- Google Ads for Beginners - United Latino Students Association
- Fundamentals of Digital Marketing - Google
- Keyword Research - SEMrush

Work Experience:

Marketing Coordinator - Vibe Studies, India | Jul 2023 – Apr 2024

- Assisted in developing and implementing marketing strategies to attract international students, conducting market research to identify target markets and preferences.
- Developed and managed content across various channels, including websites, social media, blogs, and brochures, ensuring brand consistency and engaging international students.
- Managed social media presence on Facebook, Instagram, LinkedIn, and Twitter using SEMrush, driving engagement and increasing brand awareness while maintaining a strong online presence.
- Executed digital marketing campaigns, including email marketing via Mailchimp, SEO, and PPC advertising, analyzing performance metrics to optimize effectiveness.
- Built and maintained relationships with educational institutions and partners abroad, responding to inquiries from prospective students and coordinating admissions and visa applications.
- Tracked and analyzed marketing performance metrics, providing data-driven recommendations to refine strategies and improve campaign outcomes.

Digital Marketing Executive - Samastham Info Tech Services, India | Aug 2020 – Sep 2022

- Developed and executed social media Marketing across Social Media Channels, including Facebook, Instagram, Twitter, and LinkedIn.
- Managed content updates and engaged with followers, resolving queries to enhance brand reputation.
- Utilized tools like Hootsuite and SEMrush to monitor performance and optimize strategies.
- Conducted keyword research using SEMrush, Uber suggest, and Google Keyword Planner, optimizing content for improved SEO rankings.
- Managed both black hat and white hat SEO techniques, balancing immediate gains with long-term search engine compliance.
- Developed and maintained WordPress websites, ensuring visually appealing layouts, optimized landing pages, and seamless user experiences.
- Created engaging content and visuals using Canva for social media and web campaigns.
- Planned and executed email marketing campaigns with MailChimp, driving customer engagement and sales.
- Generated leads using Leads Gorilla and managed Google Ads campaigns to boost traffic and conversions.
- Analyzed website metrics using Google Analytics to inform data-driven marketing decisions.

Education:

- MSc in Management with Business Analytics (Merit), Bournemouth University, UK (Sep 2022 – Sep 2023). Specialization in Business Analytics and Management.
- Bachelor of Business Administration (First Class), Telangana University, India (Aug 2018 – Jun 2021). Focus on Marketing, Management, and Finance.