


BHASKAR RAO

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My Portfolio website 

DIGITAL MARKETING EXECUTIVE

A results-driven Digital Marketing Executive with proven expertise in driving growth through data-driven marketing campaigns, efficient website management, and impactful blogging. Adept at crafting creative content designs and leveraging tools like Google Ads and Meta Ads to optimize campaign performance. Skilled in analyzing metrics to ensure measurable business outcomes and delivering value through innovative digital strategies.

WORK EXPERIENCE

Swap Dietities Pvt Ltd

July 2023 - December 2023

Freelancer

- Developed flyers, posters, and other graphics for the company's marketing campaigns.
- Contributed to branding efforts by creating eye-catching promotional materials.

4R Investments Pvt Ltd

December 2023 - Present

Digital Marketing Executive

- Managed social media channels and developed marketing strategies.
- Designed, developed, and maintained the company's website.
- Launched successful Google Ads and Meta Ads campaigns, generating significant leads.
- Created multiple visual content posts using Canva and edited videos using CapCut.
- Worked as a freelancer for the company, contributing to various marketing efforts.

Freelance Website Developer and Graphic Designer

Developed websites for:

- [4R Investments](#) Sub Broker Firm Hyderabad
 - [StocksToday.in](#) Stock Market News Blog Website
 - [Viewstox](#) Sub Broker Firm Warangal
 - [instox.in](#) Sub-Broker Firm in Hyderabad
 - [Adfosys](#) Digital Marketing Agency
 - [Dhfm.in](#) Affiliate marketing Website
 - [tezipo.com](#) IPO market news
 - [Short Tricks 4u](#) YouTube channel and web application (Graphic designer)
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SKILLS

I specialize in creating visually appealing and functional websites using Elementor in WordPress, where I design my own templates instead of relying on custom themes. Leveraging prompt engineering with AI tools like ChatGPT and Blackbox.ai, I craft HTML code for various tools and animation elements to enhance user experience. Additionally, I excel in graphic design, creating custom icons and web posters in Canva to complement website aesthetics. As a blogger managing multiple websites with AdSense approval, I combine technical expertise and creativity to deliver engaging and monetizable online platforms.

TECHNICAL PROFICIENCY

WordPress : Website Development

Google Analytics : Track and analyze website traffic and user behavior.

Google Search Console : Monitor website performance, submit sitemaps, and identify indexing issues.

Google Keyword Planner : Research keywords for SEO and PPC Campaigns.

Google Ads & Meta Ads : Advertising campaigns

RankMath SEO : Optimize on-page SEO for WordPress sites.

SEOquake & Similar web : Browser extensions for SEO audits and analysis.

Canva : Free Graphic Design Platform

CapCut : Video Editing

HARD SKILLS

- Website Design / WordPress Development
- Google AdWords
- Meta Ads
- Social Media Management (SMM)
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Google Analytics
- Keyword Research
- HTML Code Prompting
- Blogging

SOFT SKILLS

- Excellent Communication
- Problem-Solving
- Team Collaboration

EDUCATION

B.Com

Andhra University

2021-2023

Intermediate MPC

Basara Jrn College

2019-2021

10th SSC

Sri Bhavana Vidya Nikethen

2018

Certifications

Certified in Digital Marketing, SEO, and SMM by **HubSpot Academy**

Declaration

I hereby declare that the details and information given above are complete and true to the best of my knowledge.