

GEETHANJALI KATTAKATI

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PROFESSIONAL SUMMARY

To work in a growing organization where I can use my skills in Digital Marketing, Meta Ads, Google Ads, SEO, WordPress, Social Media Marketing, and Web Design to help the business grow. I am eager to learn new skills, take on new challenges, and build a successful career in digital marketing.

SKILLS

Core Digital Marketing Skills:

- SEO (On-page, Off-page, Keyword Research)
- Paid Advertising (Google Ads, Meta Ads)
- Social Media Marketing and Content Strategy
- WordPress Website Design and Optimisation

Tools & Platforms:

- Google Analytics, Google Search Console, SEMrush, Ubersuggest, WriterZen
- WordPress, Elementor
- AI Tools: ChatGPT, Claude AI, Google Gemini, Canva AI, SEO Tools, Ads, content, and research

Soft Skills:

- Adaptability, Problem-Solving, Time Management, Communication

EDUCATION

Master of Computer Applications (MCA), Ashoka Women's Engineering College, Kurnool 2023–2025

B.Sc Computer Science, SLVDC College, Dhone 2020–2023

EXPERIENCE

Digital Marketing Executive Mar 2026 – Present
Shree Vaishnavi Infra Developers, Hyderabad

- Managed the company's social media accounts by planning, creating, and publishing engaging content.
- Designed creative posters and promotional graphics for social media marketing campaigns.
- Developed and designed the company website, ensuring a user-friendly layout and brand consistency.
- Created and managed digital advertising campaigns to generate leads and increase brand visibility.
- Coordinated marketing activities to promote real estate projects across digital platforms.
- Monitored campaign performance and made improvements to optimize results.

Digital Marketing Intern Aug 2025 – Feb 2026
Digital Brolly, Hyderabad

- Implemented on-page SEO and optimised WordPress pages.
- Performed keyword research and updated blog and service content.
- Assisted in social media planning, publishing, and engagement.
- Learned basics of running Google Ads and Meta Ads campaigns.

PROJECTS

SV Infra Developers Website

- Designed and developed a responsive real estate website using WordPress and Elementor.
- Optimized website structure, navigation, and user experience for better engagement.
- Created SEO-friendly pages with optimized meta titles, meta descriptions, and internal linking.
- Integrated lead generation forms and call-to-action sections to capture customer inquiries.
- Improved mobile responsiveness and page layout for a seamless user experience across devices.

CERTIFICATIONS

Digital Marketing Completion Certification, Brolly Academy (Hyderabad)