



# Harika Kella

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## Summary

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Looking to utilize my learning, skills, knowledge, and technology in an esteemed organization. Well versed with digital marketing tools and strategies. Skilled at integrated marketing methodologies and can drive sales and increase brand awareness.

## Skills

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- Prompt Engineering for Chat GPT
- WordPress Proficiency
- Graphic Designing (Canva & Psd)
- Search Engine Optimization
- SEM
- SMM
- Web Analytics Tools
- Google Ad words
- Email Marketing
- Keyword Research and Planning
- Affiliate Marketing
- ORM

## Key Skills

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- Creative and Detail oriented
- Prioritization and Multitasking
- Time Management
- Good team player
- Interpersonal Skills

## Experience

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Worked for Dental Clinic  
| Bangalore,  
India  
Freelance Digital Marketer  
from 1/2024 - 1/2026

- Developed logos, business cards and web icons for business owners.
- Designed and printed online interactive sales and marketing collateral.
- Designed and created website in word press and wrote website content to improve the Brand.  
**smilerehabclinics.com**

## Experience

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Worked for Dental Clinic  
| Bangalore,  
India  
Freelance Digital Marketer  
from 1/2024 - 1/2026

- Conducted keyword research and implemented SEO techniques, improving organic search engine rankings and increasing organic website traffic.
- Developing and executing comprehensive digital marketing strategies to drive brand awareness, increase website traffic, and generate leads.
- Wrote social media content to increase engagement with customers.
- Improved short- and long-term digital marketing strategies.
- Supported SEO initiatives to improve content, keywords and branding.
- Devised results-driven strategies and roadmaps based on clients' needs for a Dental Clinic, [thefacesurgeonindia.com](http://thefacesurgeonindia.com)

Xlent Digital Solutions|  
Hyderabad, India  
**Digital Marketing Executive**  
from 5/2023-10/2023

- Creating and distributing engaging content such as blog posts, articles, videos, and infographics for various websites(including e-commerce) **[xlentdigitalsolutions.com](http://xlentdigitalsolutions.com), [kanehallbarry.com](http://kanehallbarry.com) and [Pcstudio.in](http://Pcstudio.in)**
- Conducted market research to identify consumer preferences, industry trends, and competitor strategies, enabling the development of targeted marketing campaigns.
- Conducted keyword research and implemented SEO techniques, improving organic search engine rankings and increasing organic website traffic.
- Developing and executing comprehensive digital marketing strategies to drive brand awareness, increase website traffic, and generate leads.

Worked for construction  
company  
| Bangalore, India  
**Freelance Digital Marketer**  
from 1/2023 - 3/2023

- Developed logos, business cards and web icons for business owners.
- Designed and printed online interactive sales and marketing collateral.
- Designed and created websites in word press and wrote website content to improve the Brand. **[aaryanhomes.in](http://aaryanhomes.in)**

## Experience

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Mantra Technologies  
|Hyderabad, India  
**Web Analyst**  
from 07/2022-10/2022

- Performed keyword research in coordination with business objectives to optimize existing content and uncover new opportunities.
- Provided SEO analysis and recommendations in coordination with elements and structure of websites and web pages.
- Provided recommendations and executed strategies for content development in coordination with SEO goals – general and keyword specific.
- Developed and optimized strategies that increase the company's search engine results rankings
- Researched SEO keywords to use throughout the company's website and marketing materials.
- Conducted thorough On-page & technical audits to identify issues, found the cause of the problems and proposed solutions that will improve the performance of the website.
- Conducted keyword research and implemented SEO techniques, improving organic search engine rankings and increasing organic website traffic.
- Developing and executing comprehensive digital marketing strategies to drive brand awareness, increase website traffic, and generate leads.
- Gathered data from multiple platforms, including Google
- Analytics, Google Tag Manager, Google Search Console, Bing Webmaster Tools & SEO Tools
- Worked closely with IT to ensure all website changes are done according to guidelines and enhance the effectiveness of our optimization efforts.
- Identified gaps in technical SEO for the website like 404 errors.
- Provided optimization of web page titles, URLs, structured data, SEO copy editing and sitemaps.
- Monitored and reported on key performance indicators and shared results with the management team.

## Experience

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Digital Academy 360 |  
Bangalore, India  
**Digital Marketing Intern**  
from 04/2022-05/2022

- Learned about SEO and SMO, as well as how to create content based on keywords and search queries to improve Google rankings and implemented for clients related to colleges, schools and institutes.
- Handled Social Media and Organized Social Media Calendars for clients.
- Written articles for Blogs.
- Worked on ORM and Marketing Campaigns.

### Projects Done During Internship

- Projects: Soundarya Group of institutions Bangalore, Anchor toothpaste Dubai, Harvest International School Bangalore, SpeakEngIndia.
- Platforms: Android, iOS, Windows, Websites and Social media platforms

BVSR Constructions |  
Visakhapatnam, India  
**Site Engineer**  
3/2013-12/2018

- Instructed contract works, structural works, maintained and studied Drawings.
- Inspected slab and gave approval for concrete in bridge works.
- Certified client bills and maintained records as per RFI standards.
- Scrutinized the running bills as per work done.
- Inspected quantization at site.
- Certified the quantities of client running bills as per progress achieved at site.

Mishra Dhatu Nigam  
Limited | Hyderabad, India  
**Graduate Apprentice  
Trainee**  
12/2011-12/2012

- Repaired and rehabilitated old buildings and did day to day maintenance work.
- Renovated shops, done Scrutiny of estimates.
- Prepared technical and commercial tender bid for service contracts.
- Preparing requisition, purchase orders and contract strategies for materials and procurement contracts.
- Done periodical inspection of buildings to ensure the preventive measures and safety of buildings.

## Education

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Digital Academy 360 | Bangalore, India  
Skill Diploma in Digital Marketing  
04/2022

JNTU Kakinada  
Bachelor of Technology in Civil Engineering  
05/2011

## Certifications

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- Prompt Engineering for Chat GPT by Great Learning
- Fundamentals of Digital Marketing certified by Google Digital Garage
- Google Analytics & Google Ads certified by Google Skill shop
- SEO certified by Semrush and Digital Academy 360
- Content Marketing certified by Hubspot & Digital Academy 360
- ORM certified by Simpli learn
- Fundamentals of Graphic Designing Certified by Digital Academy 360
- Skill Diploma in Digital Marketing certified by Digital Academy 360

## Languages

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- Telugu
- English
- Hindi
- Kannada