

UMA MAHESH GADIKOTA

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SUMMARY

Performance-driven **Digital Marketing Executive** with **1+ year** of hands-on experience in **Meta Ads, SEO, and social media management**. Skilled in planning and executing **lead generation campaigns**, optimising **paid advertisements**, and **improving brand visibility** through data-driven strategies. Strong analytical mindset with experience in campaign performance monitoring and reporting.

PROFESSIONAL EXPERIENCE

Digital Marketing Executive - Westernfly Overseas Education 12 Dec 2024 – 31 Dec 2025

Performance Marketing:

- Generated **2,400+** messaging conversions through structured Meta performance campaigns
- Managed paid media budget of **₹2.5+ Lakhs**, maintaining an average **₹70 cost** per conversion
- Delivered **3.3M+** impressions and expanded brand reach to **1M+** users
- Increased Instagram reach by **346%**, driving significant brand visibility growth
- Achieved **3M+** content views through optimized paid and organic strategy
- Generated **8,700+** qualified link clicks, improving traffic and lead flow
- Boosted profile visits to **17,000+** and gained **1,600+** new followers
- Implemented **A/B testing** and audience segmentation to improve campaign efficiency
- Optimized messaging campaigns to maintain consistent lead acquisition performance

On-Page SEO:

- Conducted structured keyword research using **Ubersuggest, SEMrush, and Google Keyword Planner** to identify high-intent and ranking opportunities.
- Created and published **30+** SEO-optimised blog articles aligned with targeted keyword strategy and user search intent.
- Optimised on-page elements, including **meta titles, meta descriptions, header hierarchy (H1–H3), URL structure, and internal linking** to improve search visibility.
- Monitored keyword performance, **impressions**, and indexing status using **Google Search Console** to support continuous content optimisation.

PROFESSIONAL SKILLS

Performance Marketing:

- Meta Ads (Lead & Messaging), Google Ads (Search Campaigns), Campaign Optimization, Budget Management, Audience Targeting

Search Engine Optimisation (SEO):

- On-Page SEO, Keyword Research, Meta Title & Description Optimisation, Header Hierarchy (H1–H3), Content Structuring, Internal Linking.

SEO Tools:

- Keyword Research: Ubersuggest, SEMrush, Google Keyword Planner
- Competitive Analysis: Similarweb
- SEO Audit: SEOquake

Analytics & Reporting:

- Google Search Console, Campaign Performance Monitoring, Conversion Analysis, Cost Per Lead (CPL) Tracking, Engagement Metrics Analysis.

Content & Design:

- Canva, SEO Blog Writing, Content Planning, Content Optimisation, Creative Design for Ads.

EDUCATION

Undergraduate-Bachelor of Commerce (Computer Applications) Yogi Vemana University/Sri Vasistah Degree College, Rly Kodur	2021-2024
Intermediate-CEC Gurudeva Vasistah Junior College,Rly Kodur	2019-2021
SSC Adarsha Vidyanikethan High School,Rly Kodur	2019

CERTIFICATIONS

- Digital Marketing Certification - ODMT(2024)
- Digital Marketing Internship Certification

LANGUAGES

- Telugu (Native Proficiency)
- English (Professional Working Proficiency)