

RAVITEJA VEMULA NAGA VENKATA

Digital Marketing | Growth Hacking | Data Analysis

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EXPERIENCE

Digital Marketing Manager

Wizito

08/2022 - Present London, United Kingdom

- Strategy & Campaign Execution:** Devised and implemented full-funnel digital marketing strategies, integrating organic SEO, paid media (Google Ads, Facebook Ads), and social media campaigns to drive measurable performance outcomes—achieved a 50% lift in organic traffic and a 60% increase in keyword visibility.
- SEO & Website Optimisation:** Led on-page and off-page SEO, keyword strategy, web architecture optimisation (HTML, meta tags, schema, sitemaps), and used tools like SEMrush and Google Search Console to improve SERP rankings. Delivered technical SEO audits and implemented canonical tags, redirects (301/302), and robots.txt Protocols.
- Content & Video Marketing:** Created high-performing content including blogs, newsletters, image creatives, and short-form videos using Canva and CapCut. Developed integrated content strategies focused on lead generation and engagement through platforms such as YouTube, LinkedIn, and Instagram.
- Email & Affiliate Marketing:** Managed email campaigns via Mailchimp and SendinBlue, optimising subject lines, CTR, and conversion through A/B testing. Oversaw affiliate marketing setup, performance tracking, and earned media partnerships.
- Analytics & Reporting:** Used Google Analytics, HubSpot CRM, and data visualisation tools to create campaign dashboards, assess user journeys, and drive data-led optimisation. Delivered regular reporting on KPIs, customer acquisition, and ROI performance.
- PPC & SEM Campaigns:** Led SEM initiatives using Google Ads (Search, Display, Video, Shopping), Bing Ads, and Google Maps Ads. Monitored bid strategies, Quality Score, and conversion metrics to maximise ROI and reduce CPA.
- Social Media Optimisation (SMO):** Managed multi-channel organic and paid campaigns across Facebook, LinkedIn, Twitter, and Instagram. Implemented social listening and community-building strategies, event creation, and promoted video and carousel ads.
- Website Management:** Oversaw end-to-end website lifecycle management including domain registration, hosting, WordPress content builds, and blogger integrations. Supported static, dynamic, and E-commerce website frameworks.

Content Creator and Host

Mindset Mastery, YouTube

01/2024 - Present London, United Kingdom

- Channel Founder:** Founded and manage the Mindset Mastery YouTube channel, focused on improving cognitive thinking and self-awareness through engaging riddles and brain teasers.
- Video Production:** Script, edit, and publish weekly videos that blend entertainment with educational psychology, building a growing subscriber base and driving consistent viewer engagement.
- Storytelling:** Utilize storytelling, visual content, and voice over to foster mental sharpness and positive thinking habits in viewers
- SEO Optimisation:** Applied SEO strategies and YouTube analytics to optimize content performance and channel growth.
- Content Strategy:** Designed and executed long-term content plans based on audience analytics and trending psychological concepts, ensuring consistency, relevance, and audience growth.
- Research-Driven Development:** Conduct in-depth research on cognitive science and behavioral psychology to inform video themes, ensuring each episode delivers scientifically grounded and thought-provoking material.

SUMMARY

Strategic Digital Marketing Manager driving transformative growth through innovative campaigns and data-driven insights. Expertise in SEO optimisation, influencer collaborations, social media management, delivering significant increases in brand visibility and engagement. Proven track record of leveraging CRM systems and analytics tools to streamline processes and enhance conversion rates. A dynamic leader with a passion for driving continuous improvement and achieving measurable results.

SKILLS

Digital Marketing	SEO/SEM
Google Analytics	Adobe Suite
Email Marketing	
Social Media Management	
Data Analysis	Paid Acquisition
Meta Advertising	TikTok Ads
Marketing Automation	Google Ads
Copywriting	Hub spot CRM
Salesforce CRM	Microsoft Office

CERTIFICATION

- Google Ads Display
- HubSpot Academy – Digital Marketing
- Introduction to Generative AI - Google
- Introduction to Large Language Models
- Business Analytics
- Key Account Management
- Six Sigma: Black Belt, LinkedIn
- Six Sigma: Green Belt, LinkedIn
- Time Management for Managers, LinkedIn
- Operational Excellence Work-Out and Kaizen Facilitator, LinkedIn
- Critical Thinking, LinkedIn
- Advanced Lead Generation, LinkedIn
- Marketing on LinkedIn

EXPERIENCE

Senior Client Relationship Associate

The Legal Base

09/2021 - 11/2021 Bangalore, India

- Client Retention:** Achieved and sustained a remarkable client retention rate by delivering exceptional customer service and conducting consistent follow-ups.
- Process Optimisation:** Pioneered the creation of project proposal templates and a strategic playbook, providing a clear roadmap for project success.
- Team Leadership:** Demonstrated effective leadership by overseeing a team of junior client relationship associates, leading to heightened efficiency and performance levels.
- Strategy:** Conceptualized and executed impactful marketing campaigns, resulting in a substantial increase in brand recognition and a notable influx of new clients.

Senior Associate

Exigent Services

06/2014 - 09/2021 Bangalore, India

- Legal Documentation Management:** Governed statutory documentation, contracts, and foreclosures projects for law and real estate firms throughout the US
- Workforce Planning:** Prepared capacity planning, workflow and planning reporting, and intraday workforce management
- Data Analysis & Reporting:** Analyzed and reported on data/trends at the following levels: interval, daily, weekly, monthly, quarterly and annually
- Stakeholder Management:** Managed stakeholder relationships and coordinated with business owners across the onshore locations
- Key Achievement:** Apart from managing operations, oversaw the revenue expansion function, generating \$150k in revenue
- Recognition:** Received dual recognition as 'Best Employee' and 'Exceptional Employee', reflecting consistent excellence and dedication

Note: Please visit my [Linkedin](#) profile for a full list of experiences.

EDUCATION

Executive Programme in Digital Marketing

IIM Indore

2024 Indore, India

- Focused on SMO, SEO, Paid media, social media, strategy, analytics and ads

MA - International Business Management

Middlesex University

2023 London, United Kingdom

- Focused on Market strategies, Strategic marketing, Internationalization and Financial analysis

MBA - Marketing

Gitam University

2021 Bangalore, India

- Focused on understanding consumer behaviour and market segmentation

PG Diploma in Business Analytics and Data Science

IMS Pro School

2021 Bangalore, India

- Focused on using data, statistical and quantitative analysis, and explanatory and predictive model for business

LANGUAGES

English

Native



Telugu

Native



Kannada

Native



Hindi

Proficient



Sanskrit

Advanced

