Sumanjali Prasanna Runku

SEO & DIGITAL MARKETING EXECUTIVE

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PROFILE

SEO and digital marketing professional with hands-on experience in technical and on-page SEO, content optimisation, backlink outreach, WordPress and analytics reporting. Currently supporting two SEO website engagements alongside business development and client-side project coordination. Comfortable turning search data into a prioritised plan, implementing fixes with content and development teams, and reporting outcomes in business terms.

23.2K	996K	50+	40+
Search clicks, 12 months	Search impressions	Webpages optimised	Keywords in top five

EXPERIENCE

SEO & Digital Marketing Executive

Nov 2024 – Present

Clove Technologies Pvt. Ltd., Visakhapatnam

- Manage SEO and digital marketing across multiple websites: planning, keyword targeting, content enhancements, performance monitoring and reporting.
- Run keyword research and competitor evaluations to surface content opportunities, query intent and underperforming pages.
- Optimise titles, metadata, headings, internal linking and service-page content with content and development teams.
- Support technical SEO: audits, crawl and indexing checks, performance review, canonical and redirect checks.
- Coordinate off-page SEO: business listings, outreach, backlink acquisition and referring-domain monitoring.
- Report clicks, impressions, CTR, positions, sessions, engagement and backlinks using Search Console, GA4 and Ahrefs.
- Contributed to SEO work linked with monthly organic traffic growing from about 630 to 2.5K visitors, and Ahrefs Domain Rating improving from 18 to 35.

Business Development Executive

Concurrent

TGNPDCL Project · Clove Technologies Pvt. Ltd.

- Supported end-to-end client-side project coordination, linking client requests with internal delivery.
- Prepared proposals, tender and bid documentation and submissions.
- Handled bank guarantee works and Letter of Award (LOA) documentation and follow-up.
- Maintained client communication, satisfaction coordination and issue follow-up; supported invoicing and payment tracking.

International Customer Support & Digital Marketing Executive

May 2022 – Sep 2024

Omics International Pvt. Ltd.

- Managed communication and satisfaction for international clients.
- Coordinated international conferences, webinars and virtual events on Cisco Webex.
- Maintained client records and reports across five or more teams using Excel and internal tools.
- Supported website updates, email campaigns, social media and blog SEO; designed social creatives in Canva.

Earlier career — education

2017 – 2019

Vice Principal, Narayana Educational Institute (2018–2019) · Primary Lead Teacher, Bhashyam Educational Institute (2017–2018)

SKILLS

SEO: technical audits, on-page optimisation, off-page and backlinks, keyword research, competitor analysis, content optimisation, internal linking, website audits, campaign optimisation.

Analytics: Google Search Console, Google Analytics 4, Ahrefs, performance reporting.

Web: WordPress, Advanced Custom Fields (ACF Pro), WPCode, SEO landing pages, staging and live testing.

Delivery: proposals, tender and bid documentation, client relationship management, stakeholder communication, invoicing and payment follow-up. Tools: Excel, Canva, Cisco Webex.

EDUCATION

Diploma in Elementary Education (D.El.Ed.)
Sri Basara D.El.Ed. College · 2019

Electronics & Communication Engineering
Kakinada Institute of Engineering and Technology · 2017

References available on request