Palle Amrutha

✉ palleamrutha9440@gmail.com | in linkedin.com/in/amruthapalle | ▪ +919492260282

CAREER OBJECTIVE

A seasoned Digital Marketing Executive with over 3 years of experience successfully managing business Analytics, designing and local SEO works, consistently delivering impactful results to the clients and a proven ability to be a designer and business analytics, project management.

EDUCATION

- **G. Pullaiah College of Engineering and Technology** — *Aug'2020 - June'2022*
  Master of Business Administration - CGPA: 8.9 / 10.0 — Kurnool, A.P

- **Vasavi Mahila Kalasala, Rayalaseema University** — *July'2017 - June'2020*
  B.Sc in Computer Science - CGPA : 9.5 / 10.0 — Kurnool, A.P

EXPERIENCE

- **Orange Carrot Media** — *Jul'2023 - July'2025*
  Digital Marketing Executive — Hyderabad , Telangana

- **UnyKloud Technologies Pvt.Ltd** — *August'2022 - June'2023*
  Functional Associate — Hyderabad , Telangana

PROJECTS

- **Ten Golden Rules**
  Tools: Analytics,Google Ads, Call Rail, WordPress, Google screened.
  - Conducted in depth research and prepared structured reports to document findings and recommendations.
  - I used to work on reporting session for the TGR project and report generation.
  - Analyzed the data and generation of leads for insights.

- **Mind Spa, VetGen, Pro Foot Doctor, Quick phone Repair**
  Tools:Analytics, Google Ads, Brightlocal, Google my Business.
  - Studied Analytics in Google Search Console to identify low performing content, recommending solutions that improved content performnace by an average of 12 percentage.
  - Worked in creating thumbnails for the blogs.
  - Monthly reports according to the client requirement.

- **Application Form Development and Testing**
  Tools:Oracle NetSuite CRM.
  - Designed and developed custom application forms using NetSuite for Sun Community, ensuring seamless data collection and workflow integration.

SKILLS

- **SEO Toolsets:** Keyword Research,Bright Local,Technical SEO, Google Search Console, SEMrush.
- **Analytical Tools:** Zoho CRM , Reporting,Google Analytics and Data Studio, Google Ads,Ahrefs.
- **Design Toolset:** Canva, WordPress, Microsoft Office 365,Data Analysis,Slack,Zapier, Figma.
- **Soft Skills:** Communication, Teamwork, Adaptability,Time Management,Problem Solving.

INTERNSHIPS

- **Functional Associate** Internship Certification from UnyKloud Technologies Pvt.Ltd,Hyderabad.
- **HR** Internship Certification from Grama Swaraj Foundation.

CERTIFICATIONS

- **Data Studio** certification from Google Data Studio