

RHEA MADAPALLY

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SUMMARY

With a passion for SEO, I bring 1 year of hands-on experience in keyword research, on-page optimization, and off-page SEO, with a focus on improving website visibility and boosting search rankings. I enjoy exploring new strategies to enhance website performance and am always eager to learn. Currently pursuing a Digital Marketing course to further expand my skills in the field. My goal is to help businesses grow through effective, data-driven SEO strategies.

PROFESSIONAL EXPERIENCE

Earn SEO, Vasai, Maharashtra

SEO Project Manager

Sep 2023 – Nov 2024

- Conducted comprehensive keyword research for both international and local clients, identifying high-impact keywords to drive targeted traffic.
- Optimized websites through on-page SEO, including meta tags, headers, and internal linking, while working closely on website content to ensure keyword integration and relevance.
- Used Google Analytics to track website traffic and user behavior, helping to make improvements based on data insights.
- Implemented off-page SEO strategies, including link-building campaigns to increase domain authority and organic traffic.
- Collaborated with content writers and web developers to ensure the implementation of SEO best practices.

EDUCATION

St. Gonsalo Garcia College (Vasai)

BMS (Marketing specialization), University of Mumbai
2023

9.50/10

Mount Carmel Junior College (Vasai)

HSC, Maharashtra State Board
2020

75.69%

Canossa High School (Vasai)

SSC, Maharashtra State Board
2018

82.60%

CERTIFICATIONS

Certification in Advanced Digital Marketing – In Progress

DGmark Institute, Mumbai

Expected Completion: June 2025

Currently enrolled in an advanced digital marketing course focused on practical skills like website development (WordPress), search engine optimization (SEO), Google Ads (PPC), social media marketing, content marketing, email marketing, analytics (Google Analytics, Search Console), and using AI tools for content and campaign optimization.

SKILLS

- SEO Strategies (On-Page, Off-Page, Technical, and Local SEO)
- WordPress Website Design and Management
- Google Ads Campaign Creation and Optimization
- Social Media Marketing and Content Planning
- Google Analytics and Search Console (Basic Level)
- Project Coordination, Time Management, and Team Collaboration

HONORS

- Youth Representative for Canossa High School at the National Peace Convention (Goa).
- Spoke as a School representative for Canossa High School at St. George High School (Mumbai).

