

DHANUNJAYA RAO KADIMISETTY

SEO Executive | DIGITAL MARKETING

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LinkedIn | Portfolio | GitHub

Professional Summary

SEO Executive Intern with hands-on experience in off-page SEO, link building, backlink creation, profile submissions, social bookmarking, blog posting, and competitor backlink research. Familiar with Google Search Console, Bing Webmaster Tools, SEMrush, anchor text optimization, and indexing checks. B.Tech graduate in Computer Science and Engineering with an interest in On-Page SEO, technical SEO, keyword research, content optimization, and data-driven search engine optimization.

Professional Experience

SEO Executive Intern | Ascend Soft Solutions

[Aug 2026] – [Oct 2026]

- Execute off-page SEO activities to support website authority, backlink acquisition, and search visibility.
- Build backlinks through profile creation, social bookmarking, blog posting, and relevant website submissions.
- Research competitor backlink profiles and identify potential websites for link-building opportunities.
- Work with anchor text and destination URLs to maintain consistency between backlink placements and target pages.
- Maintain backlink records, monitor published links, and check website crawling and indexing status.
- Prepare SEO activity updates and reports for assigned projects and communicate progress to the team.

SEO Skills and Tools

SEO: On-Page SEO, Off-page SEO, Link Building, Backlink Analysis, Profile Creation, Social Bookmarking, Blog Posting, Competitor Research, Anchor Text Optimization.

Research and Monitoring: Keyword Research Fundamentals, Google Search Console, Bing Webmaster Tools, Crawling and Indexing Checks, SEO Reporting

Technical Knowledge: HTML, CSS, JavaScript, Bootstrap, React.js, Postgre Sql, Node.js, Express.js, Responsive Web Design, Website Structure, Meta Tags Fundamentals, URL Structure, XML Sitemap and Robots.txt Fundamentals.

Other Tools: Google Sheets, Microsoft Excel, Microsoft Word, Git, GitHub, Canva, Ahref

Projects

CivicShield – Trust-Centric Digital Voting

- Developed an academic web application using React.js, Node.js, Express.js, PostgreSQL, and Ethereum Ganache.
- Applied web development and database concepts relevant to website structure and technical problem-solving.

Personal Portfolio Website

- Created a personal portfolio to present technical skills and projects, gaining practical exposure to website structure, content presentation, and web technologies.

SEO-Optimized Legacy Website – Shri Pratti Narayana Rao Garu

- Developed a responsive tribute and informational website documenting Shri Pratti Narayana Rao Garu's biography, contributions, photographs, and legacy.
- Implemented SEO practices including page titles, meta descriptions, heading hierarchy, keyword optimization, internal linking, and descriptive image alt text.
- Configured XML sitemap and Google Search Console to support URL discovery, indexing, and search visibility.

Education

B.Tech in Computer Science and Engineering

2026

Baba Institute of Technology and Science

JNTU-GV

Percentage: 79.9%

Diploma in Electronics and Communication Engineering

2023

Chaitanya Engineering College

SBTET

Percentage: 80.9%

Certifications

- HubSpot SEO Certification
- SEMrush Academy – Keyword Research
- Google Digital Garage – Digital Marketing
- Legacy Responsive Web Design V8 – freecodecamp