

## **Rajesh Jallepalli**

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### **Objective**

Looking forward to a challenging career in digital marketing with a focus on SEO, Google Ads, and Meta (Facebook & Instagram) Ads. I aim to help businesses improve their online presence, drive targeted traffic, and generate leads through result-oriented strategies. Committed to delivering consistent, ethical, and performance-based work while continuously upgrading my skills in the digital advertising and marketing ecosystem.

### **Professional Summary**

- Highly skilled Digital Marketing Consultant and Social Media Marketing with 7+ years of experience in SEO, Google Ads, Meta Ads, and WordPress development. Proven expertise in building and scaling websites, managing paid ad campaigns, and implementing full-funnel marketing strategies that deliver measurable results.
- Skilled in on-page and technical SEO, keyword research, content strategy, and link building to drive organic traffic.
- Hands-on experience in social media marketing including strategy, content planning, ad management, and audience targeting.
- Strong knowledge of email marketing tools (Mailchimp, ConvertKit) for automation, lead nurturing, and drip campaigns.
- Experienced in building and optimizing sales funnels for service businesses, ecommerce, and digital products.
- Proficient in using analytics tools like Google Analytics (GA4), Meta Pixel, and Google Search Console for performance tracking.
- Capable of managing digital projects from start to finish, with excellent communication and time management skills.

### **Professional Experience**

#### **Symplocos Solutions Ltd – Performance Marketing Manager**

Sept 2020 – Present (5 Years)

- 2 Years as Performance Marketing Manager – Handled Google & Facebook Ads, ROI-focused campaigns, and tracking tools.
- 3 Years as Digital Marketing Manager – Managed SEO, SMM, content, and lead generation.

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#### **StackGiant Tech Pvt Ltd – Digital Marketing Executive**

July 2018 – Aug 2020 (2.1 Years)

- Worked as Digital Marketing Executive – Ran ads, basic SEO, and gained hands-on experience in a startup setup

## Education Qualification

- M.B.A from Jawaharlal Nehru Technological University, Kakinada, (2016 – 2018)
- B.COM from Acharya Nagarjuna University, Guntur, (2012 – 2015)

## Technical Skills

- **Digital Marketing:** SEO (on-page, off-page, technical), Google Ads, Meta Ads, Affiliate Marketing, Content Marketing, Funnels, Email Automation, A/B Testing, Analytics
- **Web Development:** WordPress, WooCommerce, Elementor, Shopify (basic)
- **Tools & Platforms:** Google Ads, GA4, Meta Ads Manager, LinkedIn Ads, Canva, Figma, Mailchimp, Zapier, Systeme.io, ClickFunnels, Trello
- **Soft Skills:** Client Communication, Project Management, Problem-Solving, Adaptability, Remote Collaboration

## Certification

- Google Ads Display Certification
- Google Ads Search Certification
- Google Analytics Certification
- Search Engine Optimization Certified
- Certified in Social Media Marketing

## Project Experience

### Project: 4

Project : **Aesthetic Glow – Skincare eCommerce Brand**

Aesthetic Glow is a premium skincare eCommerce brand catering to women aged 20–40 across India. The goal of the project was to establish a robust full-funnel marketing system to increase visibility, engagement, and conversion rates using a combination of Meta Ads, SEO, influencer campaigns, and email automation.

### Roles & Responsibilities:

- Designed and executed ROI-driven Meta (Facebook & Instagram) ad campaigns
- Configured Meta Pixel and Conversion API for accurate event tracking and retargeting
- Launched influencer campaigns and managed outreach to micro-influencers
- Conducted weekly performance audits and A/B tested ad copies and creatives
- Created email automation flows in Klaviyo (Welcome, Abandoned Cart, Post Purchase)
- Monitored analytics through Google Analytics and Facebook Ads Manager

- Improved website speed and SEO score with technical SEO audits and optimization
- Managed remarketing campaigns through catalog sales and custom audience strategies
- Conducted technical SEO audits and optimized Core Web Vitals, page speed, and on-page elements.
- Launched dynamic remarketing campaigns using catalog sales and custom audience strategies

### **Project: 3**

#### **Project : Course Launch Funnel – LearnSkillz (Online Learning Platform)**

Built and marketed a complete e-learning funnel for LearnSkillz, an online platform offering digital marketing and coding courses. The project involved website setup, course structure, payment system, lead generation, and ad campaigns.

#### **Roles & Responsibilities:**

- Designed and developed a Tutor-powered LMS site on WordPress
- Created sales pages and lead funnels using Elementor and WooCommerce
- Ran Facebook & Instagram Ads targeting students, job seekers, and freelancers
- Developed email automation for onboarding, course updates, and promotions
- Connected payment gateways and set up WooCommerce + Razorpay/PayPal
- Achieved 1,200+ course sign-ups and a 22% conversion rate from leads

### **Project: 2**

#### **Project : SEO Growth Campaign – ExoticFishShop.net (Niche eCommerce Store)**

Executed a complete SEO strategy for ExoticFishShop.net, a niche online store selling rare and exotic freshwater fish. The objective was to improve keyword rankings, increase organic visibility, and drive high-intent traffic to product pages.

#### **Roles & Responsibilities:**

- Performed in-depth keyword research targeting commercial terms like “exotic fish for sale”, “wolf fish”, and “Arowana fish”
- Optimized all product and category pages with proper on-page SEO, including titles, meta descriptions, alt text, and internal linking
- Implemented structured data markup for products and reviews using RankMath
- Fixed core issues in mobile usability, page speed, and indexing via Search Console
- Created SEO-optimized content around long-tail keywords to capture niche search intent
- Built high-quality backlinks and local citations for domain authority improvement

## Project: 1

Project : **Sales Campaign - Home Decor eCommerce (Australia)**

Managed and scaled a full funnel paid advertising campaign for a home decor Shopify store targeting the Australian market. The focus was on optimizing Meta Ads performance, reducing cost per purchase (CPP), and increasing overall return on ad spend (ROAS).

### Roles & Responsibilities:

- Planned and executed high-converting Meta (Facebook & Instagram) ads using Advantage+ shopping campaigns and custom interest targeting
- Segmented campaigns into best-sellers, seasonal offers, and retargeting groups for efficiency
- Built custom audiences, lookalike segments, and dynamic product ads
- Ran paid campaigns targeting creators, marketers, and solopreneurs via Meta Ads
- Optimized the Shopify storefront and checkout flow for better AOV and conversion
- Designed A/B tested landing pages using Elementor with trust elements & CTAs
- Coordinated with the creative team to produce scroll-stopping ad visuals and carousel creatives
- Delivered weekly performance reports with heatmap & analytics data

### Personal Details

Name	: Rajesh Jallepalli
Permanent Address	: Guntur, Andhra Pradesh
Date of Birth	: 21st April 1994
Marital Status	: Married
Languages Known	: English and Telugu

### Declaration

I declare that the above-mentioned details are true and correct to the best of my knowledge & belief.

Date:

Place: