



PROFILE

I'm passionate about real and honest business conversations. Think of it as digital marketing without the fluff. I'm here to help you navigate digital marketing. To make the complex simple and deliver honest results without the buzzwords.

The digital marketing landscape is changing by the day. Each week a new marketing technology is introduced. A new method to reach your customers. One challenge that comes with this is confusion around how to start. Confusion about where your customers are now hiding. What platform they are using and how to approach getting them digitally engaged and ultimately through your doors.

CONTACT

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MURALI KRISHNA RAYUDU

Freelance Digital Marketer

EDUCATION

Master of Computer Applications [2006 - 2009]
from Sri Krishnadevaraya University – Anantapur – AP

WORK EXPERIENCE

Himalayan Iyengar Yoga Centre - Dharamshala, as a Web Master
August 2013 – Till date
[Websites Designing & Maintenance, Graphic Designing, Web Host Maintenance]

Sai Solutions - Puttaparthi, as a Web Designer
April 2012 – July 2013
[Websites Designing & Maintenance, Graphic Designing, Web Host Maintenance]

IBM India – Bangalore, as a Lotus Notes App Support
November 2010 – March 2012
[Application support for IBM Lotus Notes and IBM Ayuda me]

ANZ – Bangalore, as a Data Analyst
April 2010 – October 2010
[Data migration from old web app to new web app and quality check]

SKILLS

Digital Marketing: SEO, SEM, Social Media Marketing, On-page & Off-page SEO, Email Marketing, Pay Per Click, Website Strategy, Quality Link Building, Google Search Console, Google Analytics and Audit Reports.

Web Designing: WordPress Joomla, E-commerce, Prestashop, Magento, etc.,

Web Servers: Amazon AWS, cPanel, 1and1 cPanel.

Programming Skills: C, C++, Java, J2EE

Databases: MySQL, PostgreSQL, Oracle, MS Access, Amazon Aurora

Expert in popular tools: Photoshop, Illustrator, Dreamweaver, Lightroom, FreeHand, CoreIDRAW.