

NAGA LOKESH UPPALA

Digital Marketer

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📍 Bengaluru

ABOUT ME

Digital Marketer with 1 year of experience at Evorizons Tech Pvt. Ltd., skilled in SMM, SMO, Meta Ads, content strategy, and campaign management. Creative in video editing and graphic design, with a focus on improving brand visibility and engagement.

PROFESSIONAL EXPERIENCE

Digital Marketing Executive | Evorizons Tech Pvt. Ltd.

Nellore, India • June 2025 – Present

- Managed social media and created engaging digital content.
- Planned and managed Meta Ads campaigns for brand growth.
- Conducted keyword research and basic SEO activities.
- Created promotional videos and graphics for marketing campaigns.

EDUCATION

Bachelor of Computer Applications (BCA)

(2023-2026)Vikrama Simhapuri University, Nellore.

CORE COMPETENCIES

- Social Media Marketing (SMM) & Social Media Optimization (SMO)
- Meta Ads & Paid Social Campaigns
- Content Strategy & Social Media Management
- Keyword Research & SEO
- Google Analytics (GA4) & Google Search Console
- Competitor Analysis & Campaign Planning
- Video Editing & Graphic Designing
- Meta Business Suite & AI Tools

TOOLS & PLATFORMS

SEO: Google Search Console, SEMrush

Analytics: Google Analytics (GA4)

Advertising: Meta Ads Manager, Google Ads

Social Media: Instagram, Facebook, LinkedIn,

Creative: Adobe Photoshop, Adobe Premiere Pro, Adobe Illustrator, Canva.

LANGUAGES

- English • Telugu • Hindi