

Digital Marketing Portfolio



Presented by Rohith Kumar Saddikuti

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Introducing

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Hello, My name is
Rohith Kumar Saddikuti
Welcome to my presentation

About Me



I am Rohith Kumar Saddikuti, a B.Tech graduate (2021) with a strong passion for Digital Marketing. I have gained comprehensive knowledge and hands-on experience across all key areas of digital marketing, including SEO, SEM, social media marketing, content marketing, email marketing, paid advertising, analytics, and brand strategy.

I am also the Founder of Pakka Plan, a digital marketing platform, where I handle end-to-end digital marketing operations such as managing social media campaigns, creating engaging content, SEO optimization, paid ad campaigns, performance tracking, lead generation, website optimization, and helping brands build a strong and consistent online presence. This entrepreneurial experience has strengthened my strategic thinking, leadership, problem-solving, and execution skills.

I am comfortable working in a fast-paced environment, capable of meeting tight deadlines, and eager to apply my skills to contribute to organizational growth and success.

Education Background



November 2021

Mechanical Engineering At CREC college
Andra Pradesh

April 2015

SSC at ZP high School Dakkili

2015 - 2018

Diploma in Mechanical engineering by
govt.polytechnic college

Work Experience

2022-2025

silicon india

SEO Analyst

2025

Clockwork Business Solutions

Content Marketing

2026

working as freelance by pakkaplan

Digital Marketing expert



Hard Skills

- ✓ SEO
- ✓ Content Creation
- ✓ GMB
- ✓ ASO
- ✓ Social media
- ✓ Grafic Design
- ✓ Wordpress website



WORK And Proof

✓ SEO	→	<u>SAP B1 Products</u>
✓ Content Creation	→	<u>https://clockwork.in/blog/</u>
✓ GMB	→	<u>clockwork business</u>
✓ ASO	→	<u>APP</u>
✓ Social media	→	<u>linkedin</u>
✓ Grafic Design	→	<u>APP</u>
✓ Wordpress website	→	<u>Website</u>

Marketing Strategies

- **Brand Positioning & Strategy** – Defining clear brand identity, target audience, and messaging to stand out in competitive markets.
- **Social Media Strategy** – Platform-wise planning, content calendars, audience engagement, and performance optimization.
- **Content Marketing** – Creating high-quality posts, blogs, creatives, reels, and videos to drive awareness and trust.
- **Search Engine Optimization (SEO)** – On-page, off-page, and technical SEO to improve organic visibility and rankings.
- **Paid Advertising (PPC & Social Ads)** – Running data-driven ad campaigns on Google, Meta, and other platforms to generate leads and conversions.
- **Lead Generation Strategy** – Funnel creation, landing pages, CTAs, and retargeting to capture and nurture quality leads.
- **Email & WhatsApp Marketing** – Personalized campaigns, automation, and follow-ups to improve retention and conversions.
- **Analytics & Performance Tracking** – Monitoring KPIs, analyzing user behavior, and optimizing campaigns using data insights.
- **Growth & Scaling Strategy** – Continuous testing, optimization, and scaling of high-performing campaigns for long-term business growth.



Let's Get In Touch

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Thank You.
Let's Work Together