# Datla Aditya Varma

ITA-Web Analyst



## ABOUT ME

Project Manager and Client Coordinator with over a decade of experience in WordPress development, digital marketing, SEO, and client engagement. Recognized as a Google Digital Unlocked Trainer, with a proven record of delivering 100+ professional training sessions. Currently exploring and applying Generative AI technologies in marketing and development.


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## EXPERIENCE

### ITA-Web Analyst

Feb 2025 – Current

ACUPCB-SPAV | AMRUT Centre of Urban Planning for Capacity Building

- As the IT Analyst & Web Developer for A-CUPCB-SPAV, manage acupcb.spav.ac.in end-to-end—gather requirements, plan and ship UX/UI and feature updates, create/refresh pages and content, and keep the site aligned with institute goals and branding.
- Maintain the website's overall health—monitor uptime and performance, handle deployments and routine updates, apply security hardening and backups, fix bugs quickly, document changes, and coordinate with stakeholders/vendors to keep the platform stable, compliant, and user-friendly.

### Project Manager – WordPress & Digital Marketing

2018 – 2025

Digital Ellanky

- Led the design and development of over 50 WordPress websites for a diverse portfolio of small and medium-sized enterprises (SMEs) and startups, focusing on user experience, mobile responsiveness, and performance optimization.
- Spearheaded comprehensive digital marketing campaigns, coordinating cross-functional teams to deliver projects on time and within budget. Oversaw strategy for SEO, PPC, and social media, consistently achieving measurable growth in client traffic and lead generation.
- Acted as a certified Google trainer, delivering client-facing workshops on digital marketing best practices, analytics, and Google Business Profile management, empowering clients to independently manage their online presence.

### Freelancer & Google Unlocked Trainer

2015 – 2017

- Delivered over 100 digital marketing training sessions to students and professionals across various educational institutions, focusing on the fundamentals of online advertising, content strategy, and social media engagement.
- Certified by Google to conduct digital literacy workshops, enhancing the skills of hundreds of participants and contributing to the broader digital readiness of the community.

### Deputy Manager | WordPress & Digital Projects

2011 – 2015

Way2Online (Way2SMS / Way2News)

- Promoted from Process Executive to Deputy Manager through demonstrated leadership and project execution skills.
- Oversaw a portfolio of digital projects, including large-scale website development, SEO strategies, and campaign analytics for high-traffic platforms like Way2SMS and Way2News.
- Managed all aspects of content and media projects, including the launch and maintenance of Way2Movies, a major platform for media consumption, ensuring seamless operation and user engagement.

## EDUCATION

🏫 SSC, Ravindra Bharathi Public School, Vijayawada – 2002

📡 Diploma in Electronics and Communication, AANM & VVRSR Polytechnic College, Gudlavalleru – 2006

💻 B.Tech in Computer Science, William Carey University, Shillong, Meghalaya – 2011

## SKILLS

CMS & Web:
WordPress, Joomla, HTML
SEO Tools: MOZ, SEMrush, YSlow, Pingdom
Marketing:
Google Ads, Facebook Ad Manager, Google Analytics
Generative AI:
ChatGPT, Claude, Midjourney, DALL·E, Runway ML, Synthesi

## Certifications

- Google AdWords Certified
- Google Analytics Certified
- Google Digital Unlocked Trainer

## LANGUAGE

- English
- Hindi
- Telugu