



Vijay Kumar Mathurthi

Professional Goals

Director of an Digital Marketing agency worked for over 200+ Brands & Increased the Traffic, Leads, Sales, Revenue for the businesses. through SEO & Inbound Marketing Strategies. My vision is to train more students and marketers which will help build more profitable businesses with Productive use of Digital Mediums

Get in touch!

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Address:

Visakhapatnam, Andhra Pradesh, India

Tools Executed

AI Assistants & Content

- ChatGPT / GPT-4
- Claude AI
- Jasper AI (content generation)
- DataForSEO API
- Surfer SEO (AI content optimization)

AI Automation & Workflows

- n8n
- Make.com
- Browse AI (web scraping)

AI Analytics & Research

- Perplexity AI (research)
- Frase.io (AI SEO content)

SEO & Analytics:

Ahrefs, SEMrush, Screaming Frog, Google Search Console, GA4, Looker Studio

Advertising:

Google Ads, Meta Ads Manager, LinkedIn Ads

CRM & Email:

HubSpot, Mailchimp, Zoho

Design & CMS:

Canva, WordPress, Wix

Director, Digital Marketing Consultant

Digital Wom Services (OPC) Pvt Ltd Oct 2020 - Present

- AI & Marketing Automation Experience

- Implemented AI-powered SEO workflows using DataForSEO API integration for automated competitive analysis, keyword research, and performance tracking across 10+ client projects
- Developed AI automation systems for lead generation and client reporting, reducing manual analysis time by 70%
- Created AI-assisted content strategies combining ChatGPT, Claude, and custom prompts for scalable content production
- Built automated SEO audit pipelines using AI tools for technical analysis, delivering comprehensive reports for clients
- Leveraged AI for predictive keyword analysis and search trend forecasting to inform client growth strategies
- Working on SEO for various national & International clients
- Generating 1000's leads & appointments through organic search for businesses
- Managing team of 10+ members & handling 60+ Projects
- Created & Streamlined SEO Processes to Scale the SEO agency
- Generated approx 5 Million Dollar Revenue for the clients

Digital Marketing Trainer

ICT Academy - Part Time. Mar 2025 - Present. 6 Months
Visakhapatnam, Andhra Pradesh, India - On-

Digital Marketing Trainer

Datapro - Part-time. Oct 2023 - Present. 1 yr 11 Months
Visakhapatnam, Andhra Pradesh, India - Hybrid

Digital Marketing Trainer

EDUHOLIC - Part-time. Oct 2024 - Mar 2025 · 6 Months
Hybrid & Online

Web Analytics & Google Analytics • Digital Marketing • Facebook Marketing • Google Adwords • Inbound Lead Generation • Keyword Research • Lead Generation • LinkedIn Marketing • Paid Social Media Advertising • Organic Search • Pay Per Click (PPC) • Search Engine Marketing (SEM) • Search Engine Optimization (SEO) • Social Media Advertising • Social Media Marketing • Social Media Optimization (SMO),

Digital Marketing Trainer | 2022 - Present

Regular training sessions at JCI Vizag Excellence
Digital Marketing Training Completed for NSRIT and DVN Colleges
Done Virtual Trainings in Digital Marketing.

Specializations

- Search Engine Optimization
- AI Automation
- PPC Campaigns
- Marketing Automation
- Analytics & Data Studio
- Inbound Marketing Strategies
- Lead Generation Strategies
- Online Reputation Management
- Email Marketing
- Copy writing
- A/B testing

Proud BNI Member Since September 2022

Co Founder & CMO

MediacyGlobal LLC | 2023 August - 2025 February

- Handling Different Aspects of Marketing for International Clientele
- Managing Team & Client Handling

Freelance SEO Consultant

DEEP FOCUS | March 2020 - Dec 2023

- Worked on consulting basis for various local & International clients
- Generated 1 Million+ Revenue through Organic SEO

Freelance Digital Marketing Consultant

Skylark Overseas Education | May 2020 - Aug 2021

- Worked on PPC activities(Facebook, Google, LinkedIn, YouTube) etc
- Managing Social Media
- SEO activities

Lead Digital Marketing Executive

Millionth Mile LLP | Sep 2018 - July 2020

- Worked for the SEO Strategies(ON Page & OFF Page) for the clients in various sectors like Information Technology, Industrial websites..etc. Ranked in the 1st page top position for target keywords for the Inventrax.com, PSC handsfree..etc
- Created & Optimized Facebook Advertising Campaigns which Generates 10,000+ leads for 15+ clients in various industry verticals & handled budgets of 1 lakh per month.
- Created & Optimized the Google Ads Campaigns like Google Search, Display, Video & Call Campaigns for clients in various industries & Generated Leads & Conversions out of the campaigns.
- Various Lead Generation activities & Branding Campaigns for companies in Various Industry Verticals which have given optimum Results.
- Worked on Email Marketing using mailchimp tool for 2 clients which gave good open rate, Click rates which in turn leads to increase of conversions.
- Social Media Marketing for 10+ Clients by working with designer regarding content & design ideas & managed their social media activity & Online Reputation Management.

Internships

Magic Pin (Samast Technologies)

Operations Intern | Virtual | 2 months

- Source, organize and update merchant information through other online sources and build key content for Magic Pin.
- Quality checking each and every content update/edit.

Out of the Box Solutions

Social Media Intern | Virtual | 2 months

- Created Social Media graphics for the client's Twitter,
- Facebook and Instagram pages by using Canva
- captions and posted in official pages of clients. Understood the client's blog content & written captions for those blog posts.
- Responded to comments, posts and questions from various channels under the supervision of the Social Media Executive.

Social Media Volunteer

Nasscom Foundation My Kartavya

Social Media Volunteer | Virtual | 6 months

- Performed as a Volunteer Social Media for Good at NASSCOM Foundation My kartavya program to promote various social causes in different social media platforms.

Education

MBA in Marketing, Andhra University, Visakhapatnam

Dec 2025

Digital Vidya, Online Course—Certified Digital Marketing Master

April 2018

Vignan's IIT, Visakhapatnam — Bachelor of Technology,72.4%

June 2014 - May 2017

Govt. Polytechnic, Visakhapatnam — Diploma, EEE, 84.2%

June 2011 - May 2014

Certifications

V Skills Certified Digital Marketer

Inbound Marketing Certification from Hubspot

Google Ads Certified Professional

Google Analytics Certified

Google Data Studio Certified

Languages Known

English, Telugu, Hindi