

Prabhakar Jonnapally

DIGITAL ANALYTICS | TECHNICAL SEO | AI SEARCH OPTIMIZATION

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Preferred Locations: Bengaluru (Bangalore) & Mangaluru (Mangalore), Karnataka

PROFESSIONAL SUMMARY

Digital Analytics and Technical SEO professional with 10+ years of experience in website optimization, analytics implementation, search visibility, and digital marketing. Experienced in Google Tag Manager (GTM), Google Analytics 4 (GA4), conversion tracking, Technical SEO, WordPress, and performance reporting. Technical experience includes PHP, JavaScript, HTML, and CSS, using AI-assisted tools for coding, debugging, optimization, technical analysis, and problem-solving.

CORE SKILLS

Google Tag Manager (GTM) • Google Analytics 4 (GA4) • Conversion Tracking • Google Ads Tracking • Event Tracking • Looker Studio • Technical SEO • AI Search Optimization • AEO & GEO • Website Audits • Google Search Console • Keyword Research • WordPress • Shopify • Site Architecture • Core Web Vitals • Website Performance • Marketing Analytics

TECHNICAL EXPERTISE

PHP • JavaScript • HTML • CSS • AI-assisted coding • AI-assisted debugging • Website optimization • Technical problem-solving • WordPress • Shopify

PROFESSIONAL EXPERIENCE

Sr. Digital Marketing Executive

Rise and Shine Group of Companies | Feb 2025 – Present

- Manage analytics and Technical SEO, AEO, and GEO initiatives across 15+ corporate websites, supporting website performance, search visibility, and marketing reporting.
- Improve organic visibility, technical website performance, and user engagement while aligning digital initiatives with business goals.
- Work with designers, developers, and content teams on website structure, search visibility, analytics measurement, and conversion optimization.
- Use Google Analytics, Search Console, GTM, and AI-assisted workflows to improve reporting accuracy, content scalability, and decision-making.

Social Media Marketer / Graphics

InfoPeople Corp. | Apr 2024 – Aug 2024

- Supported brand visibility and audience engagement through content planning, social media optimization, and campaign monitoring.
- Developed and optimized content aligned with user intent and business objectives while analyzing campaign performance to improve reach and engagement.

Team Lead – Project Management

Prodigy Systems & Services Pvt. Ltd. | Nov 2021 – Sep 2023

- Led a team of developers through a large-scale website migration to WordPress while ensuring SEO optimization.
- Worked with technical and business teams to align website performance with SEO and user-experience goals.
- Implemented GA4, GTM, and conversion-tracking systems to enable accurate performance measurement and data-driven decision-making.
- Conducted technical audits and improved site architecture, loading speed, and crawlability.

SEO & Website Optimization Specialist

Page Optimum | Jan 2016 – Nov 2021

- Managed website design, development, SEO, and optimization projects for clients across multiple industries.
- Built SEO-friendly WordPress websites, improved technical performance, optimized content structures, and implemented strategies to increase search visibility and lead generation.
- Worked extensively with WordPress, Shopify, analytics tools, and performance optimization techniques while collaborating directly with clients.

TOOLS & TECHNOLOGIES

Google Tag Manager • Google Analytics 4 • Google Looker Studio • Google Search Console • Google Ads • SEMrush • Ahrefs • Screaming Frog • PageSpeed Insights • Microsoft Clarity • ChatGPT • Gemini • Perplexity • Canva • Microsoft Office

EDUCATION

- MBA – Marketing & HR, NIBM
- Bachelor of Commerce – Osmania University

PROFESSIONAL STRENGTHS

Analytical problem-solving • Cross-functional project coordination • Team leadership • Stakeholder communication • Website optimization • Performance-driven decision-making