

OBJECTIVE:

Digital Marketing Executive seeking to work with a firm to enhance it's overall Digital Marketing presence and grow along with the organization

PROFESSIONAL BACKGROUND:

- Over 3.11 Years of experience in Digital Marketing across various sectors.
- Experience in handling International Clients (Australia, UK, Canada, Malaysia and Singapore)
- Increased the company's online presence by 44% through strategic planning of Digital Marketing campaigns
- Implemented PPC campaign for events held in US,UK, Canada related to Digital Marketing, Website Designing, Real Estate Market
- Managed to generate consistent leads through SEO, SEM and SMM

WORK EXPERIENCE:

Currently Working:

Bright Bridge Infotech Private Limited

2018 January – Current

Digital Marketing Executive

- Research and administer social media tools in support of clients' social media strategy
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals

- Monitor and evaluate search results and search performance across the major search channels
- Communication to team and management on project development, timelines, and results
- Work closely with the other team members to meet client goals
- Research on new backlink opportunities based on SEO Goals and manages link building process.
- Performing full Technical SEO Audits, Recommendations for on page SEO and internal linking Optimizations. Experience with dynamic websites.
- Provide recommendations and execute strategies for content development in coordination with SEO goals – general and keyword specific
- Administer search engine programs (XML sitemaps, shopping feeds, webmaster tools) for purposes of diagnostic reporting on client projects
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals.
- Execute Lead Generation campaigns to fetch domestic and international clients

Insysin Technologies Private Limited

2016 April – 2017 December

Digital Marketing Executive

- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages
- Possess an in-depth knowledge of on-page / off-page ranking factors & SEO techniques and help to create and support On Page Content like Meta Data.
- Help to create and support marketing content to socialise and use for social media purposes (e.g. customer videos briefs, customer case studies, blog posts, posts from analysts and customers)
- Implement link building campaigns in coordination with client SEO goals
- Assist in development and execution of communication/content strategies via social communities in coordination with SEO goals
- Keep pace with SEO, search engine, social media, monitoring SEM campaigns and internet marketing industry trends and developments
- Research and administer social media tools in support of clients' social media strategy
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals
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- Communication to team and management on project development, timelines, and results
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Agna Technologies Private Limited

2014 February- 2016 March

SEO Analyst

- Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities
- Provide recommendations and execute strategies for content development in coordination with SEO goals - general and keyword specific.
- Possess an in-depth knowledge of on-page / off-page ranking factors & SEO techniques and help to create and support On Page Content like Meta Data.
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals.
- Monitor and evaluate search results and search performance across the major search channels
- Perform Back Link analysis to find spammy links and do a cleanup.
- Perform technical SEO audits, monitor and analyses key technical SEO elements and recommend fixes and improvements
- Implement link building campaigns in coordination with client SEO goals
- Research on new backlink opportunities based on SEO Goals and manages link building process.

EDUCATION & PERSONAL DETAILS:

Education : M.Phil – University Rank Holder, Bharathiyar University

Date of Birth: 14.01.1990

Marital Status: Married

Permanent Address:

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Near Pongaliamman Temple,
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