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Photo

Profile Summary

A highly motivated and target-driven digital marketing specialist with more than 3 years of proven track record of successful marketing campaigns and brand awareness through Google AdWords and Facebook.

Work Experience

Worked as a Digital Marketing Executive in **K17 Tech Pvt Ltd, Chennai** from **02 January 2019 to 31 January 21**.

Key Responsibilities:

- Responsible for SEO activities such as key word search, content creation, and link building.
- Analyse visitor behaviour using web analytics tools such as Google Analytics and Web Trends.
- Creating newsletters and promotional emails.
- Collaborate with web designers to enhance the user experience.
- Search Engine Marketing (SEM) and Social Media Marketing (SMM) to drive Traffic to create brand awareness and conversion rates.

currently working as a digital marketing team lead in **Banix Tech Solutions, Hyderabad** since **01 February 2021**.

Key Responsibilities:

- Responsible for driving traffic to the site, meeting ROI targets, and planning a variety of digital marketing campaigns.
- Measure and report on the performance of all digital marketing campaigns.
- Responsible for key marketing functions such as content creation, SEO, SEM, copywriting, social media optimization, etc.
- Coordinating with web developers to improve user experience and optimize landing pages.
- Establish targets to improve brand awareness and customer engagement.
- Plan and execute timely website audits for SEO.
- Build email marketing campaigns to drive sales and increase customer engagement.