

KISHORKUMAR.V

50, Ramakrishnapuram Street,

Near Amman Mahal,

Pollachi - 642001,

Coimbatore District.

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Objective

To succeed in an environment of growth and excellence and earn a job which provides me job Satisfaction and self-development and help me achieve personal as well as organization goals.

Certification

- Google Ad word Certification (Fundamental & Search network)
- Certificate in Digital Marketing

Experience

- 1 year 2 months experience in Senior Digital Marketing in PERLOTECH, Chennai.
- 8 months experience in Junior Digital Marketer in ADMEDIA, Coimbatore.
- 3 months Internship in Giles Brooker academy
- 3 years' experience in ITES at Nawkar Technologies, Coimbatore.

SEO Tools

- Google Analytics
- Google Ad word
- Facebook Paid Campaign

On Page Optimization

Solid experience in developing SEO campaigns, analytics, SE rankings monitoring, keyword research, site auditing methods, social media optimization and link building. A clear communicator with a background in account management and marketing, I have a passion for optimizing websites to achieve business goals and a talent for improving organic SE rankings with my creative approach and thorough research and Analysis

- Meta Tag Updation
- Alt Tag Updation
- Keyword Analysis
- Web Content Optimization
- Site Map Creation (HTML, XML)
- Robot.txt Creation

OFF Page Optimization

- Local search engine optimization
- Search Engine Submission
- Directory Submission
- Link Building Service
- Keyword Analyzing
- Press Release and Article Submission
- Social Bookmarking
- Updating Social media Website (Twitter, Facebook, Linked in, Instagram, etc.,)
- Blog Creation
- Blog Directory and Feed Directory Submission
- Video Distribution
- PPT Distribution
- Classified Ads Submission

Search Engine Marketing

- Conducting key word research and selecting product-specific keywords for PPC campaigns
- Monitoring campaigns on a regular basis to measure and maximize the effectiveness of all PPC campaigns
- Composing and testing ad copy to produce optimal click through rates
- Monitoring campaign results, analyze key metrics, and optimize click-through and conversion rates

Social Media Marketing

- Handling Campaigns on Social Media Platforms including Facebook, Twitter, Instagram, Linked in, Pinterest. etc
- Manage Social Media planning for execution of marketing strategies and community management
- Implementing marketing and promotion tactics for the social media growth and website traffic from social media websites

- Monitoring online reputation of the company through social media websites
- Utilizing social media analytic tools to track consumer engagement and conversion from social media websites

Educational details

Course	Board/ University	Institution	Year of Passing	Percentage
BE (CSE)	Anna University	Pollachi Institute of Engineering and Technology	2017	69%
XII	HSC	SRIMHSS School	2013	60%
X	SSLC	SRIMHSS School	2011	83%

I hereby declare that all the details given herein are true to my knowledge and belief.

Date :

Place :

SIGNATURE

(KISHORKUMAR.V)