

NAVEEN KUMAR G

ARUNA NAGAR, VADAMADURAI, COIMBATORE,

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Profile

Innovative Digital Marketing with 2years of experience managing online marketing campaigns. Skilled in developing integrated marketing strategies that drive brand awareness, engagement and conversions. Seeking for opportunity in best organization to use my advanced analytical skills to exceed performance targets at next level marketing.

Certifications

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

Experience

- **SEO Analyst @White Brothers Technologies**
- **Digital Marketing Executive @Nxweb software development company in Coimbatore.**

Social Media Marketing

- Google Analytics
- Google AdWords
- Facebook PaidCampaign
- Instagram Ads

On Page Optimization

Solid experience in developing SEO campaigns, analytics, SEO 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 SEO rankings with my creative approach.

Analysis

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

OFF Page Optimization

- Local search engine optimization

- Keyword Analyzing
- Social Bookmarking
- Updating Social media Website (Twitter, Facebook, LinkedIn, Myspace, etc.,)
- Blog Creation
- Video Distribution
- PPT Distribution
- Classified Ads Submission

Search Engine Marketing

- Conducting keyword 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, LinkedIn, 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

- Bachelor of Arts in Computer Science (GOVT Arts and Science college, Ooty)
- HSC (GOVT.Hr.SEC.School, thuneri)
- SSLC (GOVT.Hr.SEC.School, thuneri)

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

Date:

signature

Place:

Naveen Kumar G