**RESUME**

**P. RAVIKIRAN**

**Mobile: 8639164810**

**Location:** Tirupathi

**E- mail**: ravikiranpandi8@gmail.com

**SUMMAY:**

To thrive on professional credentials and seek a challenging job in a reputed organization and to integrate my SEO/SEM, Internet Marketing, Analytic and Marketing skills in the Marketing industry, especially to excel in the field of SEO/SEM [Internet Marketing/Search Engine Optimization/Social Media Marketing]

**PROFESSIONAL SUMMARY**

* Digital Marketing Executive with 5 years of experience in the Search Engine Optimization, Social Media Marketing, PPC.
* Knowledge on SEM operational strategies like Keyword Research, Competitor Analysis.
* Preparing strategies for Search Engine Optimization and Social Media Optimization to get maxi-mum exposure to the sites.
* Increase organic page views with reduction of bounce rates on websites through site content management.
* Conducting competitors’ analysis to identify improvements as well as increase visibility and rank-ings.
* Implement and monitor social media posts and traffic.
* Analyzing and researching keywords related to client’s website through keywords research tool.
* Researching regularly about the Google Algorithm Updates, Latest Technologies, Digital Trends, etc.
* Good Knowledge on Search Engine Optimization and Social Media Marketing, Pay-Per-Click, E-mail Marketing.
* Preparing a strategy for daily posts on Facebook, Instagram, Twitter, and LinkedIn other channels.
* Design and implement full websites and modular components on the WordPress platform.
* Monitor the performance of the website.
* Create new plugins and themes for WordPress.
* Facilitate connections between databases and WordPress components.
* Identify and fix bugs that are found within the code.
* Create unit tests for the website.

**PRESENT WORK EXPERIENCE**

**Matrix Sea Foods India Private Limited – Present – Digital Marketing Specialist**

* Research advertising trends
* Research competitors’ pricing and products
* Decide on appropriate placement of ads
* Determine what content will reach customers
* Develop projects to create content
* Implement email marketing campaigns
* Monitor social media and Google Analytics
* Optimize paid advertising campaigns using SEO and other tools
* Report on the growth and analytics of campaigns to stakeholders
* Monitor project status and budget
* Conduct market research to inform campaigns

Brainstorm and implement experiments and conversion tests

**Digital Wood Private Limited,** Hyderabad (April 2020 to till date) – Digital Marketing Analyst

**www.teluguism.com**

**Roles and Responsibilities:**

* SEO/SEM - Including On-page, Off-page & Local SEO, and Social Media Optimization
* Managing, updating corporate social media profiles- YouTube, Facebook, Twitter, LinkedIn & Google business, etc.
* Creating and managing online marketing campaigns (organic and paid) for the clients, effectively, driving brand awareness, engagement and traffic to social media pages.
* Growing brand presence through social media channels
* Monitoring Online Reputation of Clients’ Brands

**Stratus Info Technologies**., Hyderabad (August 2018 to January 2019) – Jr. Digital Marketing Executive.

**Roles and Responsibilities:**

* SEO/SEM - Including On-page, Off-page & Local SEO, and PPC
* Creating and posting product-based social posts
* Managing, updating corporate social media profiles- YouTube, Facebook, Twitter, LinkedIn & Google business, etc.

**PREVIOUS WORK EXPERIENCE**

Worked as logistics documentation assistant for KSR Logistics

**AREAS (Digital Marketing) OF EXPERTISE**

* Search Engine Optimization
* Social Media Marketing
* Search Engine Marketing
* Google Web Analytics
* Content Marketing

**REPORTING**

* Generating monthly reports in Google Documents through the Google Analytics.
* Monthly keyword ranking reports.
* Monthly Analytics Traffic Report.
* SEO on-page and off-page activities report.
* PPC campaigns report
* Preparing blog/article reports.

**Sites worked / Working on**

<http://www.vidyavision.com>

<http://www.telugudunia.in/>

<http://www.ntnnews.in/>

https://teluguism.com/

**PROFESSIONAL COMPETENCIES:**

● Passion for social media and internet marketing industries

● Outstanding ability to think creatively, and identify and resolve problems

● Attention to detail and the ability to effectively multi-task in a deadline driven atmosphere

● Ability to clearly and effectively articulate thoughts and points

● High levels of integrity, autonomy, and self-motivation

● Excellent analytical, organizational, project management and time management skills

**ACADEMIC CREDENTIALS:**

Completed Masters of Business Administration in the stream of HR and MARKETING from VRIPS affiliated to Vikram Simhapur University with 71.5% aggregate.

Completed Bachelor of science in the stream of Botany , Zoology and Chemistry with 72% aggregate.

Completed Intermediate from Sri Balaji Junior College with 75.3%aggregate.

**PERSONAL INFORMATION:**

Date of Birth : 07-07-1987

Nationality : Indian

Marital Status : Married

Languages Known : English, Telugu

**DECLARATION:**

I hereby declare that the information stated above is true to the best of my knowledge and belief

**P. Ravikiran**