



EDUCATION

B.Tech (ECE) - 2015-19

Alpha College of Engineering and Technology,
Puducherry.

HSC 2015

Seventh-Day Adventist Higher Secondary
School, Puducherry.

SSLC 2013

Seventh-Day Adventist Higher Secondary
School, Puducherry.

KEY SKILLS

- Search Engine Optimization
- Social Media Marketing
- Marketing Strategies.
- Website Optimization,
- Wordpress
- Content Development
- Social Media Ad campaigns
- App Store Optimization
- FB Ad & Google Ad

TOOLS

- Google Analytics
- Google Search Console
- Ahref
- Moz
- Canva
- Digital Marketing Tools

CERTIFICATIONS

- Advance Digital Marketing Course - NIDM

PERSONAL DETAILS

- +91 8248941203
- satheshgunasekaran@gmail.com
- No 5, Anna street, Indira Nagar,Mudaliarpet,
Puducherry-04.

ACHIEVEMENT

- Won the appscale academy awards for best startup App in medical domain (CareMe Health)

SATHESHKUMAR. G

SEO SPECIALIST & DIGITAL MARKETING

OBJECTIVES

I have 5+ years of experience in Search Engine Optimization and I am a self-motivated fast learner who is able to quickly adjust to new responsibilities in a diverse environment. I am ambitious and well-organized, and I am looking for a challenging role that will allow me to utilize my skills and experience.

EXPERIENCE

Digital Marketing Executive - Syscorp Technology

Oct 2023 - May 2025 - Present 📍Pondicherry

- Strategized, developed, and managed 20 client projects in paid digital marketing across Adword, Instagram, Facebook with monthly budget of 50,000. Aprox resulting 5,00,000 in monthly revenue.
- Launched SEO campaign to inhouse website, target for high volume keywords that generate 2000 visitors and 6 high volume keywords ranked in top 30 within 3 months
- Created engaged website content for 6 client across different industry and created fb and google ad image content for 8 clients.
- Creating enaging contents and managing personal branding for the CEO LinkedIn profile.

SEO Specialist - Pondybiz Technology Solution

Jan 2022 - Sep 2023 📍Pondicherry

- Research and implemented technical, on page & Off page SEO and Social media strategy.
- Boosted ranking from page 5 to page 1 on 2+ search engines.
- Develop strategy & Managed 3 projects for SEO and Social media marketing campaigns.
- Took Average CTR for 8 transaction Keywords.

SEO Specialist - CareMe Health

July 2021 - Dec 2021 📍Chennai

- Organised and operate digital marketing team and other team with my support.
- Research and implemented technical, on page & Off page SEO and Social media strategy.
- Planning and analyse for future marketing plans.
- Boosted ranking from page 4 to page 1 on 2+ search engines.
- Optimized careme health app for Appscale award competition.

SEO Analyst - Nextazy Solution Private Limited

July 2019 - July 2021 📍Chennai

- Worked in Blockchain platform, crypto trading Exchange platform and ICO.
- Created SEO rich content & structure for 5 webpages. Increase traffic through on page and off page optimization.
- Improved ranking from page 4 to page 1 on 3+ search engines for 16 Keywords.
- Increased 100 to 1.2K Facebook and LinkedIn page followers in 6 months.