



# SIVAPRASAD T K

## Digital Marketer

### My Contact

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📍 Thazhe kunnummal, calicut

### Personal Info

DOB : 05/05/1993

Marital Status :Single

Nationality : Indian

### Skills

- Social Media Marketing
- Search Engine Optimization
- Google Ads
- Content Writing
- Website Developer
- Wordpress Management
- Efficient Communication Skills
- Facebook Ad Campaign
- Instagram Ads
- Decision Making
- Marketing Automation
- Data Analytics
- Email Marketing
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### About Me

I am an experienced professional with strong expertise in various aspects of this field. I have honed my skills in areas such as search engine optimization (SEO), pay-per-click (PPC) advertising, social media management, and content marketing. My strategic mindset, coupled with data-driven decision-making, allows me to craft effective campaigns that drive targeted traffic, boost brand visibility, and generate tangible results. I thrive in fast-paced environments, staying updated with the latest industry trends and leveraging emerging technologies to stay ahead of the curve. My goal is to leverage my digital marketing expertise to help businesses achieve their goals and foster meaningful connections with their target audiences.

### Portfolio

<https://linktr.ee/Sivaprasadtk>

### Work Experience

- Working as prompters corporate solution 2022 April to present
- Worked as Ninetysix solution cochin 2021 Feb -2022 March
- 2016- 2019 accounts manager

### Professional Experience

- Planning and Implementation of Facebook Ad Campaigns
- Managed to Optimize the performance of Blogs 99%
- Works closely with the marketing team regarding
  - Collaborated with Web designers to enhance the user experience
- Good understanding in marketing tools
- preparing regular reports
- Track, report and analyze website analytics

### Education

#### Advanced Diploma In Digital Marketing

ISTP Digital Academy

2021 - 2022

#### BCOM Finance

2012 - 2015

#### Higher Secondary

GHSS kallachi

2008 - 2010

## Language

MALAYALAM

ENGLISH

Hindi

## Tools

Canva  
Wordpress  
Pabbly  
Semrush  
Mailchimp  
Google Search Console  
Google My Business  
Google Ads  
Google Analytics  
Google Tag Manager  
Google Keyword planner  
Semrush

## Social Profile

 s\_iv\_a

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## Projects

### BCC MANPOWER

- Handled both On-page and Off-page activities.
- Planning and execution of Facebook Ad Campaigns.
- Led to improve the blog's performance.
- created original content for blogs in order to enhance traffic and company awareness
- Managed to Rank blog number 1 in Google.
- Achieved a 60% boost in website traffic and a 25% increase in qualified leads through targeted advertisements on Google AdWords
- significantly increasing brand exposure and lead generation.

### TELENET

- Increased blog performance through the implementation of guided SEO activities, resulting in a significant boost in organic traffic by 35%.
- Crafted unique and compelling blog content, driving a 40% increase in visitor numbers and elevating brand awareness.
- Led both on-page and off-page activities
- Build high-quality backlinks for the service page
- Increased traffic through Google ads

### Drtulikamindcare

- Planning and execution of Facebook Ad Campaigns.
- Branding and Lead Generation Campaigns for clients.
- High quality Keyword research for webpages

### Focus Medical centre

- Planning and execution of Facebook Ad Campaigns.
- Branding and Lead Generation Campaigns for clients.
- High quality Keyword research for webpages

### American Hospital

- Planning and execution of Facebook Ad Campaigns.
- Branding and Lead Generation Campaigns for clients.
- Generated leads for medical departments

## Certifications

Google  
Digital Garage

  
SEMRUSH

HubSpot