



Jowin Leo Y

CONTACT

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6 YEARS OF WORK EXPERIENCE

CloudQ

SEO Manager

June 2020 — Present

- Report to and work with sales and marketing director to run a fully integrated SEO strategy for CloudQ.
- Communicate to team and management on SEO and PPC strategy, timelines, and results.
- Leverage web analytics, visitor analytics, and customer data analytics to monitor weekly site.
- Identify and analyze competitor techniques and benchmark website performance against competitors.
- Develop high performing organic, paid campaigns, and perform A/B testing.
- Assist with Facebook marketing ad campaigns and Facebook Pixel.
- Research and keep the CloudQ team abreast of new and emerging SEO and digital marketing trends.
- Work closely with the sales and marketing director to develop and maintain optimized content and keyword strategies.
- Help to maintain webpages. Add content and pages as needed.
- Review technical SEO and website issues and work with the CloudQ Developer to resolve them.
- Effectively multi-task in a deadline driven atmosphere.
- Think creatively, strategically and identify and resolve problems.

Onedot media

Digital Marketing Executive

October 2018 — May 2020

- Collecting and analyzing customer, marketing, and web behavioral data.
- Testing campaigns, analyzing key metrics, and identifying opportunities to increase campaign performance.
- Developing and presenting learnings from your analyses, including actionable insights and recommendations.
- Developing digital campaign and web measurement strategies.
- Creating dashboards, data visualizations, and campaign and website performance reports.
- Monitoring and analyzing digital media and marketing trends.
- Communicating and presenting to colleagues, senior managers, and clients.

Rytefix

Digital Marketing Executive

October 2017 — October 2018

- As a Digital marketing executive my responsibilities are developing, implementing and managing marketing campaigns to lead brand awareness, brand reputation and customer engagement.
- Creating Social Media Marketing strategies to create a brand name in Social Media and raise awareness.
- I have to optimize the brand website through the On-Page SEO work techniques.
- Managing Designer team and create a time schedule for SEO related Image works.
- Create and manage execution of social programs from inception through campaign optimization
- Actively participated in a wide range of social media.

Accomplishments

- Increased the conversion value to 86 Percentage in Google Ads.
- Achieved ROAS(Return on Ad Spend) to 488% for an E commerce Business.
- Decreased cost per conversion to \$8 from\$30 in Google Ads.
- Generated \$8000/month profit for a medical product company in Denver USA.
- Increased organic traffic to 300% in a year for a Salesforce development company based in USA.
- Increased lead flow for medical billing company based in Maine USA.
- Increased medical billing state keywords across US and generated quality organic leads, 2 per month at least.
- Solved HTTPS not evaluated issues
- Solved link injection issues.

SKILLS

- Dynamic SEO Concepts
- Local SEO
- SEMrush
- Google Ads
- Google Keyword Planner
- Google Business Profile Optimization
- Managing Team
- Managing CMS – Wordpress
- SEO Strategy building
- On Page SEO
- OFF Page and Link building Building
- Rich Snippets
- SMO
- FB Ad manager
- ASO (App Store Optimization)

QUALIFICATIONS

- Bachelor Of Engineering in ECE from Noorul Islam University, 2014 Batch

Hobbies

- Cooking
- Reading Books

REFERENCES

- Mr Leo: 9025531525
- Mr Syed: 8072249823

EDUCATION

BE(ECE)

Noorul Islam University

Mar2010—May2014

Highersecondary

St Joseph's Hr sec school

2008 — 2010