

## **Ashok Jegadeesan**

**ashokjegadeesan92@gmail.com**

**Mobile:** +91 8082783615

**Address:** Building No 7 B wing  
Room No 392 Sardar nadar 1, Near  
Indian Overseas Bank Sion Koliwada,  
Mumbai - 400022.

**Objective:** Well experienced in handling all the loopholes in the end to end Marketing Strategies. Developed a strong online presence for the clients using SEO, SEM, SMM, Database Marketing, Email Marketing and Display Advertising.

### **Skill Set:**

- Well versed in optimizing the website SEO friendly with target keyword optimization.
- Having good knowledge in creating backlinks, on page SEO optimization, off page optimization
- Hands on experience in setup Ads in LinkedIn, Facebook, Instagram, Google Ads, Twitter with Good ROI returns.
- Having a good knowledge on Generating leads through email newsletter marketing and email marketing.
- Experienced in creating a webpage, landing page, newsletter using WordPress, HTML and CSS.
- SEO tools: SEM Rush, Raven Tools, Seoptimer.

### **Certifications:**

- Google Ads Display Certification
- Google Ads Search Certification
- Google Analytics Individual Certification

### **Familiar Tools & Platforms:**

- Template Editing & Web Page design & Newsletter creation using HTML5, CSS
- Google Analytics - Traffic Analysis, Bounce Rate Analysis, Audience Overview Analysis, Custom Report Making, Traffic Source Analysis.

- Google Adwords - Keyword research & Keyword Search Volume, Bid Monitoring & Management, Ad Performance Test, Report Analysis, Target Audience setup for all types of ads.
- Google Webmaster - Setup, Search Analytics, Url Submission, Schema Setup, Google Highlighter.
- Bing Webmaster - Setup, CTR Checking, Url Submission.
- Facebook - Page Creation & Setup, Pixels For Websites, Facebook campaign creation & monitoring.
- Youtube - Channel creation & Campaign Monitoring, CPV Checking, Channel Monetization.
- SEMRUSH - Website Auditing, Broken link checking, Canonical url analysis, 404 url checking, Lead management, SEO content template Ideas, Keyword Research, Social media monitoring, Position tracking.

### **Work Experience:**

#### **My Vedic Roots: 6 Months (Dec 2020 – Present)**

### **Responsibilities:**

- Monthly Google Analytics report making for My Vedic Roots to make a detailed analysis report of a website visitor.
- Monthly Newsletter Creation and mailing to all the clients to maintain a good relationship with them.
- Setup & monitoring social media ads on facebook, Instagram.
- Event tracking setup & facebook pixel and tracking for all the products using GTM for online promotions.
- Web page updates for My Vedic Roots.
- Page load speed optimization for My Vedic Roots to reduce the page loading speed.
- Creating & Optimizing social media pages for paid promotions in facebook, Instagram.
- Making of Monthly My Vedic Roots website audit report.

- Responsible for a monthly progress report, which has to be sent to the MD.
- Worked closely with the design team for poster designing and banner ads for social media promotions.
- Off Page SEO Works (blog posting, video sharing, social bookmarking). SEO website optimization which include( meta, title, keyword, content optimization, schema and other on page optimizations)
- Creating the monthly ranking report SEO Keywords.
- Backlinks building using social bookmarking, forum submission, link submission, on other high DA websites.
- Schema and Site map, robots.txt creation and submission.
- Facebook Pixel & shop page creation.
- Website Analytics and webmaster, campaign management setup for websites.

### **God Particles: 3 Years and 8 Months (Feb 2017 - Oct 2020)**

#### **Responsibilities:**

- Making a website audit report.
- Responsible for a monthly progress report, which has to be sent to the client.
- Website Analytics and webmaster, campaign management setup for websites.
- Google Ad setup, bid setup, youtube campaign setup, monitoring.
- SEO website optimization which include( meta, title, keyword, content optimization, schema and other on page optimizations)
- Creating the monthly ranking report SEO Keywords.
- Backlinks building using social bookmarking, forum submission, link submission, on other high DA websites.
- Schema and Site map, robots.txt creation and submission.
- Facebook Pixel & shop page creation.
- Off Page SEO Works (blog posting, video sharing, social bookmarking).
- Worked closely with the design team for poster designing and banner ads for Google ads and other social media promotions.

**Few Projects I worked With:**

1. Parfait Cakes & Bakes - Social media promotion & Google search and display campaign to generate more sales
2. Wingmen Events - Follow campaigns on FB & Instagram to drive more event booking sales.
3. Tamilnadu Rural Transformation Project - Social Media Promotion
4. Grocery Deck - SEO & PPC & FB & Insta post promotion to drive more sales
5. L1 Supply Network – Email Marketing and LinkedIn Campaign

**Prime Focus Technologies : (March 2015 - Jan 2017)****Responsibilities:**

- Creating & Optimizing social media pages for paid promotions in facebook, twitter, youtube.
- Setup & monitoring social media ads on facebook, twitter, youtube.
- Daily video updates for star sports youtube channel.
- Web page updates for prime focus technologies.
- Page load speed optimization for prime focus technologies to reduce the page loading speed.
- Event tracking setup & facebook pixel and tracking for all the products using GTM for online promotions.
- Monthly Newsletter Creation and mailing to all the clients to maintain a good relationship with them.
- Monthly Google Analytics report making for prime focus technologie to make a detailed analysis report of a website visitor.

**Education Details:**

- Bachelor of Commerce (BCOM) in Annamalai University, Chidambaram with First Class.
- Higher Secondary schooling in SIWS, Wadala with 40% mark average.
- Secondary schooling in SIWS, Wadala with a 45% mark average.

**Personal Profile:**

Nationality: Indian  
Marital status: Single  
Other Interest: Interested in Sports, History stories & Literature.  
Languages Known: English, Hindi, Tamil, Marathi  
Father's Name: Jegadeesan  
Mother's Name: Jeyagauri  
Date of Birth: 25.6.1992  
Positive: Fast learner. Positive thinker

**Declaration:** I hereby declare that the above furnished details are true to the best of my knowledge.

**Ashok Jegadeesan**