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BANGALORE,  
India

# Renuka Prasad. S

## Digital Marketing Specialist

A Quality Assurance professional with knowledge of Digital Marketing  
Technical skills

### KEY SKILLS:

- **Search Engine Optimization:**

Have good understanding of all on page & off page page optimization to  
Rank web pages in search engine, website Designed and optimized the SEORANK  
And organic seo: page URL-<http://jaylakshmienterprises.in>

- **Google Ads Management:**

Very well versed with google ads to drive highly targeted traffic drive conversion  
Google search ads campaign creation, keyword search with google keyword planner tool  
Bids optimization, conversation tracking setup, display ads campaign.

- **Email Marketing Automation:**

Very good knowledge of email marketing concepts  
1.Can set up and manage automated email campaigns  
2.Deep understanding of inbox delivery  
3.can create highly engaging email campaigns as per different marketing  
Stages/funnels.

- **Marketing strategies:**

Strategies can make occasionally to seek attention by creating content video for  
Festival, content images on the occasion by seasonally

- **Cloud Management Technology:** Amazon web services is one the leading technology for  
Managing websites in cloud can configure website for hosting and managing traffic .  
Using Elastic compute cloud Simple storage service.

### Digital Marketer Roles and Responsibilities:

- Digital Marketers is Responsible for Planning, developing, implementing and managing overall digital marketing strategy.
- Managing Search Engine optimization regularly and implementing necessary Actions to maintain SEO rank.
- Managing ON page and OFF page SEO of website regularly monitoring the keywords as as per season and requirements of clients
- Running Campaigns in social media to seek attention of customers and generate organic traffic.
- Generating Leads with Google ads, Instagram, Facebook.

- **Tools used:**

Google keyword planner, Yoast tool for SEO Ahrefs,Gmass,Mailchimp wordpress,canva,google analytics.

- **Working Experience:**

DEV & ASSOCIATES (2017 to 2021august) Worked as Safety Engineer  
Working as Safety professional in the field of civil& Interiors in Bangalore from 2017 to 2021  
had a strong promising knowledge in managing safety aspects in the interior as well as in construction site.

- **Certificate:**

Advance Digital Marketing Certification

*completed in Kallada Academy (2021)*

- **EDUCATION:**

Bachelor of Engineering (2014-2017)

Vidya Bharathi Institute of Management &Technology

Diploma in Engineering (2011-2014)

Kammavari sangham polytechnic

Sri MABL School (2010)

Primary and secondary school Education

- **Languages:**

Kannada

*Native or Bilingual Proficiency*

English

*Full Professional Proficiency*

Hindi

*Limited Working Proficiency*