

S U M A T H I M U T H U S A M Y

SENIOR DIGITAL MARKETING EXECUTIVE

SUMMARY OF QUALIFICATIONS

Digital Marketing Executive with hands-on experience in e-commerce and lead generation in competitive markets. Offering an array of skills such as search engine optimization, social media marketing, and data analysis, landing page optimization, search engine management and creative work. Out-of-the-box problem solver, capable of meeting deadlines under pressure.



19/70 Arunachalam Colony, Olumbus,
Coimbatore.



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PROFESSIONAL EXPERIENCE

Company Name: Bright Bridge InfoTech

SEO & Lead generation Executive (May 2017 – Jun 2019)

Company Name: Repute Digital Business Agency – Coimbatore

SEO Analyst (Jun 2019 – May 13th 2020)

Company Name: Jangadi Technology

Digital Marketing Executive (July 2020 – Nov 2021)

Company Name: Bluecode Solutions

Senior Digital Marketing Executive (Feb 2022 – Current)

EDUCATION

BE/ECE-2016

CMSCOLLEGE OF ENGINEERING AND
TECHNOLOGY
Passed with Aggregate of [7.2%]

HIGHSCHOOL - 2010-12

CORPORATION GIRLS HIGHER SECONDARY
SCHOOL
Passed with Aggregate of [75%]

SSC SCHOOL –2010

MANI HIGHER SECONDARY SCHOOL
Passed with Aggregate of [76.4%]

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SENIOR DIGITAL MARKETING EXECUTIVE

KEY SKILLS

Leadership.
Attention to Detail.
Ability to Work Under Pressure.
Time Management.
Decision Making.
Organizational Effectiveness.
Teamwork.
Adaptability.
Conflict Resolution
Self-Motivation.



Search Engine Optimization
Social Media Optimization
Google Ads
Search Engine Marketing
WhatsApp Marketing
Email Marketing
Affiliate Marketing



Google AdWords
Google Analytics
Google Adwords Editor
Long Tail Pro Pro Keyword Analysis Tool
Moz Open Site Explorer
Yoast SEO
SEM Rush
SERP Fox
Wordpress
Microsoft Excel
Hootsuite
Ahref

Roles & Responsibilities

- Managed and Optimized AdWords Accounts – reduced CPC, implemented proper account structure, and increased relevant traffic through keyword research and negative keywords, A/B Split Testing.
- Built SEO Optimized WordPress Sites – did competitive keyword research to determine rank ability, find long tail keywords and new opportunities. Optimized Meta tags & Created SEO Optimized content.
- Used Analytics to Assess Visitor Behavior and Make Adjustments to Paid Campaigns and Organic Search Strategies.
- Implemented Lead Capture and Email Marketing Campaigns – created targeted landing pages and drove traffic via paid search and social. Created email follow ups to drive customer's offers and products.
- Created SEO Strategy to achieve top keyword rankings and organic traffic for high authoritative sites.
- Complete advanced on-page and technical SEO to improve rankings.
- Optimize UX to lower bounce rates and increase conversions from organic/paid search.
- Execute keyword research to drive high converting traffic.
- Conduct technical SEO audits to analyze and optimize decision making.
- Use Link building strategies such as guestographics, guest posting, and answering haro queries to achieve high level links to authoritative sites.
- Increase profitability with conversion rate optimization tactics.
- Optimize title tags and increase click through rates with split testing.
- Manage PPC budget of 10,000 /Month Ad Spend