

# Devendran Akash

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## Career Objective

Gain thorough knowledge of Digital Marketing, learning continuously and implementing innovative ways to endure through the competitive market.

## Job Experience

### **Webbutterjam – SEM Executive (April '19 – Present)**

#### **Clients Handled: Kaymo, Ecoflex Surfaces, Diosa Paris, Abaca & Ecomiles**

- Plan and Manage Digital Media Campaigns on Google (Search and Display Ads) and Facebook Platform
- Optimizing PPC campaigns by analyzing conversion, spends, click thought rate and landing pages
- Monitor, track and generate periodic performance reports of all PPC campaigns
- Plan and Manage monthly budget of digital marketing campaigns as per the performance

### **Radical Knights – SEO Executive (January '18 – March '19)**

#### **Clients Handled:**

- **RoyalOak India:** Brought 60% Keywords in Top 10 in a span of 10 Months & Increased 38% Organic Revenue.
- **Faasos:** Improved 20% Ranking from 30's and 40's to Top 10 in a Span of 3 Months
- **Behrouz Biryani:** Created New Product Pages, Blogs Section to create engagement and to attract more traffic and also Improved 15% ranking in a span of 2 Months.

## Key Skills

- |                                   |                           |
|-----------------------------------|---------------------------|
| ▪ <b>SEM</b>                      | ▪ <b>Google Analytics</b> |
| ▪ <b>Google Adwords Certified</b> | ▪ <b>SEO</b>              |

## Academics

Degree	Year	University/AICTE	Institute	Marks/Percentage
PG-DMM	2017	ITM University	ITM Vile Parle	First Class
MBA Marketing	2016	Mysore University	National School of Business	58%
B. Sc. Mathematics	2013	Mumbai University	Mithibai College	54.30%
H.S.C	2010	Maharashtra Board	V.W.A. High School & Jr. College	46.50%
S.S.C	2008	Maharashtra Board	ST. Xavier High School, Mumbai	58.78%

## Personal specification

Date of Birth : 27<sup>st</sup> October 1991  
Gender : Male  
Languages Known : English, Hindi, Tamil, and Marathi  
Hobbies : Playing Cricket & listening Music.  
Nationality : Indian

## Declaration:

I hereby, I declare that above information is true to the best of my knowledge and belief.

**PLACE:** Mumbai

**DATE :**

**(Devendran Akash)**