

VIKYATH V SHETTY
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DIGITAL MARKETING EXECUTIVE

2+ years of experience in building and implementing strategies focused on content-driven SEO and PPC which created online presence and brand awareness largely for e-commerce sites. Bringing forth broad marketing knowledge in building and running successful digital marketing campaigns which achieved sales and traffic increases of up to 50%.

AREAS OF EXPERTISE

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|-------------------|------------------------------|--------------------------|
| ○ Pay per click | ○ Search engine optimization | ○ Social Media Marketing |
| ○ Lead Generation | ○ Traffic optimization | ○ Research and analytics |
| ○ Email Marketing | ○ Growth Hacking | ○ Content Creation |

PROFESSIONAL EXPERIENCE

FutureCorp Consulting | Aug 2019 – present
Digital Marketing Executive

Key Qualifications & Responsibilities:

- Deployed social media and search engine based PPC campaigns on Google, Facebook and LinkedIn.
- Handling day-to-day Search Engine Marketing (SEM) activities including campaign planning, implementation, budget management, performance review, and optimization of paid search campaigns
- Creating engaging social media strategies and execution plans that cultivated audiences, increased web presence and enhanced brand awareness.
- Monitoring the success of Social Media Campaigns through media analytics, KPIs, and dashboards.

Key Achievements:

- Successfully converted high ticket seminar attendees on LinkedIn that took ROI to 165%.
- Initiated digital campaigns which led to three times increase in website visits and improved sales.
- Increased organic page views (30%) with reduction of bounce rates on websites through site-content management & SEM analysis.

Rooman Technologies
June 2018 – July 2019
Digital Marketing Executive

Key Qualifications & Responsibilities:

- Creating engaging social media strategies and execution plans that cultivated audiences, increased web presence and enhanced brand awareness
- Assuring proper implementation of different digital marketing tools and techniques such as SEO, PPC advertisement, etc.
- Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, bounce rates, etc.
- Formulating digital strategy for delivering best ROI for campaigns on various result oriented matrices of cost per click.

Key Achievements:

- Ranked on the first page of Google for specific keyword terms that led to higher conversion rates on these pages.
- Increased website traffic by 40% by creating and implementing an SEM strategy
- Created an effective paid Facebook advertising campaign which generated 10,000 website visits.

DIGITAL TOOLS

- Google adwords
- Google Analytics
- Google search console
- Ahres
- Sem Rush

EDUCATION & CREDENTIALS

- MBA with specialization in Sales & Marketing from Bangalore University in 2018.

CERTIFICATION

- Advanced Digital Marketing Certification Program by Digital Academy 360.
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