

KARTHI NAGARAJAN

Digital Marketing Manager

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Experienced Digital Marketing Manager with over 9 years of expertise in developing and executing successful online campaigns. Leading a team of 10, Skilled in SEO, PPC, Social Media, Graphics, Amazon ads and Web Development. Proven track record of increasing website traffic, boosting brand awareness, and driving leads. Strong leadership, communication, analytical skills and team management. Committed to delivering results and constantly striving for excellence.

WORKING EXPERIENCE

EDGAR E-FILLING SOLUTIONS PVT LTD

Mar 2023 - June 2024

ISRAEL & USA

(Digital Marketing Manager)

- Running Lead Generate, Brand Awareness, App Installation Campaign for our company.
- Running Paid Campaign in Google Ads, Meta Ads, LinkedIn Ads, Amazon Ads, Walmart Ads, Shopify, Snapchat and TikTok.
- Generating Lead through Search Engine Marketing and Social Media Marketing.
- Extracting Business Data from Google and LinkedIn for business purpose.
- Promoted Products and services through various marketing strategies.
- Take care of marketing team to meet organization goals.
- Producing marketing reports to CEO directly.
- Strong SEO Strategy to improve performance of websites and identify new trends, insights to create new landing pages to improve web traffic.

BISOFT CONSULTING SERVICES LLC

Feb 2022 - Mar 2023

USA

(Digital Marketing Manager)

- Running Marketing Automation Tools | Implement On-Page & Off-Page Strategies.
- Paid Social Media Advertising For Lead Generation, App Installed, & Brand Awareness.
- Campaign Budgeting | Customer Relationship Management.
- Team Management | Competitor Research & Analysis.
- Executing Creative Campaigns | Website Development & Creating Poster Design.
- Running Paid Campaign in Google Ads, Meta Ads, LinkedIn Ads, Amazon Ads, WhatsApp Marketing, SMS Marketing, E-Mail Marketing , Shopify, Snapchat and TikTok.

VELCITI CONSULTING ENGINEERS PVT LTD

Oct 2020 - Feb 2022

Chennai

(Senior Digital Marketing Executive)

- Managing Google-Banner Ads (including client search strategies); setting-up and optimizing Paid Search / Pay-Per / Click campaigns.
- Creating, testing and scheduling Email Marketing, WhatsApp Marketing, SMS Marketing for clients and Google Ads, Google Analytics, Webmaster Tools and Website visitors.
- Updating websites, New Website Creating, Making changes to HTML layout and WordPress, uploading samples, adding new content on the website.
- Meta Ads posters design for Canva tools. Implement On-Page, Off-Page & Tech SEO Strategies.

CRESCENT PRINTERS IN CHENNAI

Mar 2018 - Aug 2020

Chennai

(Digital Marketing Executive)

- Updating and creating websites, making changes to WordPress & HTML layout, uploading samples, adding new content on the website.
 - Conduct marketing research and developed digital strategies, PAN India implementation of paid campaign across social media, email, and search engines.
 - Optimize paid campaign for enhanced ROI, analysed website traffic, and identified improvements.
 - Manage ecommerce Ad campaigns, achieved a 35% sales increase, improve SEO ranking, and enhance visibility.
 - Manage team members, assign tasks, ensure timely completion, and encourage collaboration across creative, development, and analytics team to develop data-driven strategies for clients.
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GBS SYSTEMS & SERVICES PVT LTD

Sep 2014 - Mar 2018

Chennai

(Website Designer & SEO Executive)

- Updating and creating websites, making changes to WordPress & HTML layout, uploading samples, adding new content on the website.
 - SEO-Friendly Website Development, Responsible for website ranking on the search engines (Google, Bing and Yahoo).
 - Managing the whole SEO & Digital Marketing Campaign independently.
 - Contributing to continuous innovations around SEM, SMO, SMM.
 - Tracking, reporting, and analysing website analytics.
 - Ensuring regular keyword discovery, expansion and optimization.
 - Monitoring digital marketing projects for clients; reporting on achievements as well as ensuring achievement of Return on Investment (ROI).
 - Generating Lead through Search Engine Marketing and Social Media Marketing.
 - Promoted Products and services through various marketing strategies.
 - Take care of marketing team to meet organization goals.
 - Producing marketing reports to CEO directly.
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TOOLS PROFICIENCY

- Google AdWords & Analytics
- Google Tag Manager
- SEMrush
- Ahrefs
- Google Ads
- Meta Ads (FB - Instagram)
- LinkedIn Ads
- Mailchimp
- Canva (Images & Videos)

SKILLS & KNOWLEDGE

- Digital Marketing Strategy
 - E-commerce Marketing
 - Branding and Identity
 - SEO/SEM/PPC
 - Remarketing
 - Paid & Organic Social Media
 - Marketing Automation
 - Content Management
 - Website Strategy & Design
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ADS CAMPAIGN - ACHIEVEMENT / TASK

- Increased online sales by 70% for an social media platform.
 - Increased 60% organic traffic and overall traffic by 70%.
 - Gained top keyword ranking positions organically in SERP.
 - Increased the leads by 40% in Google Ads.
 - Helped to reach out more audience and more leads in Social Media Channels.
 - Achieved high number of creative designs also in client side.
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SEO - ACHIEVEMENT / TASK

- **On-Page Optimization:** Meta Tags Optimization, Page Headings, Page Content Optimization, Image Optimization, XML Sitemap Creation and submission, Robots File Creation.
 - **Off-Page Optimization:** Directory Submissions, Blog Posting, Social Bookmarking, Business Profile Listing, Blog Commenting, Classified Submissions, Image Sharing, Social Media Submissions.
 - **Keywords Analysis:** Completed keyword research to target clients based on keyword targeting. Researching the best keywords using tools like Keyword Planner, Keyword Everywhere and etc.
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EDUCATION

Bachelor Of Science (IT)	Bharath Collage Of Sci & Mag	2011 - Thanjavur.
Master of Computer Application (MCA)	Anna University, Trichy	2014 - Trichy, Tamilnadu.
