

RAJEEV S VENUGOPAL

Phone: 9986266798 | e-mail: sv.jeev@gmail.com

 <https://www.linkedin.com/in/rajeevsoraba/>



Objective:

Experienced Digital Marketing Manager with extensive experience building, maintaining, and running successful digital marketing campaigns. Bringing forth-broad marketing knowledge, coupled with focused campaign experience. Adept at creating and implementing client focused, successful campaigns, aimed at improving brand awareness and presence. Collaborative and creative manager accomplished at managing digital marketing presence content. Experienced in leading teams of marketing professionals to meet and exceed digital marketing goals. With the proven track record in Managing Digital Marketing Projects and Digital Marketing Training and Its concept, I will be looking forward to working with an Organization which helps me to nurture my talent and provides platforms to explore skills and opportunities. Key concepts include SEO, SEM, SMM, and Analytics, e-Mail Marketing, & e-Commerce store management.

Profile Summary:

- Exceptionally good at building high performance funnels to generate quality leads and conversion to the business
- Structuring the Remarketing and Retargeting and implementing the automated e-mails
- Acquire customer through sign-ups, downloads
- Optimizing the budget, split testing, landing page optimization
- Increasing the ROI and bringing valued traffic to the website
- End-to-End SEO implementation, in-depth usage of Search Console, implementing the Website, Analysing the traffic and Query of the customer. Page audit, link building and Google Updates to counter the website penalization, if any
- Running ads on multiple platforms, creating Remarketing & Retargeting methodology and building the Cookies for the user experience
- Handling end to end e-Mail campaign setup and implementation of strategies for all the e-Mail campaigns using Get Response & Mail-chimp
- Integrating the CRM tool like Zoho / Gmail and other platforms
- Having a strong hold on Team Management and Project Management. Maintained 8 teams reporting to me, with building their KPI's and conducting one-to-one session during the team meeting, and help the team members in scaling up in their process
- Visited US as a part of Process Building team. Come up with lot of suggestions and implementation for the Process improvement, which helped to increase the overall performance of the business

Vertical & Role 2015 - Present:

5 years into Digital Marketing, have worked on different vertical and platforms to build quality Digital Marketing Strategies. I have managed following verticals: -

- ✓ FMCG
- ✓ e-Commerce
- ✓ Media Branding
- ✓ Investment
- ✓ Real Estate
- ✓ Training & Coaching Institute
- ✓ Electronic & Security Agency
- ✓ Insurance Agency

Key Responsibilities handled during my career:

Digital Marketing Manager – Involved in all Digital Marketing management activities at offshore for implementing the strategies for the entire e-commerce website for Pristine Organics, Elegant Heritage Finds, Century IT Services, My Money Sage, SGiR Silverwood Housing Project. Enhancing the Social Media platforms with creative ideas and content collaboration with the content team. Curated calendar for every month, keeping the activity for the next month to build the right content strategies. Understanding the business to develop Paid campaign strategy for B2B and B2C. Analysing the Performance through Google Analytics and capturing the critical information and implement the gap while working on the new strategy. **Strategizing the e-Mail Campaign Management** for the Existing/New Customer for Pristine Organics Products. Focused on B2C and B2B acquisition. For B2C customer did a curated email content to understand the user engagement. Led couple of campaign on Offers like Buy 1 and Get One Free, Seasonal/Festival Offers, New Product Promotion, capturing the users using exit intent to mention a few. Post implementation focused on Remarketing with the website visitors, lead generation forms, Opt-in users, Facebook page users. The open rate of the e-Mail campaign on an average is around 14% with CTR of 2%. For **B2B customers** designed a New Product Announcement strategy to acquire the customer. Headed the team to come-up with the white paper for the products to get new clients for the company.

Process Lead & Team manager - Spearheaded the quality compliance that forms the crucial lynchpin in any organization; worked with IT department for close coordination to resolve technical issues. Timely resolved any issues related to policy decisions or disciplinary action and liaison between the support teams as and when required; assisted other managers in problem-solving or sales efforts. Looked after the performance and continual development of team members and maintained a summary through the annual appraisals. Managed Sales WIP and Resource Management and also reviewed the workflow document and provided modifications as and when required to the business development team.

Notable Accomplishments Across The Career

Successfully bagged following award: "Best Digital Marketing Trainer" NIDM India 2017-18

Work Experience

Century IT Services - Digital Marketing Consultant, Strategist & Trainer - Jan 2019

Key Result Areas:

Discover the new ways for businesses to engage with existing customers and attract new ones by evaluating the current marketing strategy. Suggest or implement improvements in areas like SEO, social media, email marketing, and website design. Improve and manage company branding, increase client engagement and communications with creative social media, email, mobile or local marketing campaigns. Coordinate content platforms such as website landing pages and blog. Improve business site's Google ranking by adding new keywords, analysing and optimizing web pages. Implement content development strategy to website and blogs. Responsible for ROI increase through Paid campaigns. Handles Weekday and Weekend Batches and Training for the Students and Professionals, Conducts workshop and seminar. Delivered Corporate/College training on Digital Marketing Platforms

Pristine Organics Pvt Ltd - Digital Marketing Manager - Sep 2018 – Jan 2019

Complete responsible in Planning and Managing the in-house e-commerce website. Follow-up with the keywords and positions of each keywords. Managing and Checking the performance of the website. Analysing the Search Console and overcome with soft 404 error or any other associate with the page. Analyse the Google algorithm for any penalty on the website / keywords. Analysing the Search Query and Position of the keyword, Keyword Gap. Based on the report, suggesting team to optimize the content. Generated structured data for the e-commerce products. Setting up social media calendar for the company page. Analysing the content and strategies the posting. Evaluate the competitor and think out of the box ideas to implement. Understanding the Google analytics' user behaviour, bounce rate. Set the Goal and monitor the User Flow. Monitor Direct traffic, Organic traffic and Social Media traffic. Generate the report based on the management requirement. Designing the Landing page based on the campaign requirement. Running the e-mail campaign based on the customer database track the report using mail chimp

NIDM National Institute for Digital Marketing - Project Manager and Trainer - Aug 2017 to Sep 2018

Certified Google Professional in Digital Marketing. Conducted Training for more than 450+ Students and Professionals. Conducted trainings through NIDM across various colleges and Corporates. Handling various projects on Digital Marketing. Managing the Staffs and Students, assign them with the daily task and projects. Helped students in understanding the concept, resolve any issues or query related to the Digital Marketing Concepts. Handhold trainees on regularly to ensure, they understand the concept well. Conducting mock interview with the students to enable them the current screening process in Digital Marketing Industry

NICT - National Institute Computer Technology - Centre in-charge and Trainer - Jul 2016 to Aug 2017

Training the students on Digital marketing and its concepts. Worked as a Centre In-charge of complete activities. Allocation of works and measuring the performance of staff. Managing the report and adhering to the company policy. Conducting interviews and recruitment of the staffs.

Likhith Creative Lens - Digital Marketer & Analyst - Apr 2015 to Jun 2016

Helping the website team on Wordpress designs and customizing the websites. Working on Basic SEO using Yoast. Implementing the Social Media Presence for the websites

Hibu India Pvt. Ltd - Business Process Lead May 2007 to March 2015

Identified and re-arranged the key steps to carry out smooth process as well as recognized redundant rules and guidelines affecting / confusing the Marketing work process. Increased team productivity by 20% with the help of analysis and brainstorming session; brought in reduction of Marketing rules and guidelines from 456 to 156. Understanding the marketing compliance and rejecting the products with issues and concern. Raising queries to resolve any marketing compliance with on-shore counterpart and resolving them. Direct interacting with Sales Lead on getting the job without any troubles. Understanding the technical issues to resolve if any. Conducting monthly review with marketing team to understand the Gaps and resolve them.

Macmillan India Pvt. Ltd – Team Lead - Aug 2002 to Apr 2007

Played an active part in restructuring of training material. Managing the Quality Team Reporting to the General Manager on issues and concern with the daily production.

Language Skills:

English: Expert

Hindi: Beginner

Kannada: Native