



Strictly available only for 100% remote/WFH opportunities. Not interested in Hybrid or work from office models

Hyderabad

+91-8019120833

sowjanyammadabhushi@gmail.com

- **Experience Level:** Intermediate
- **Experience Duration:** 2+ Years
- **Experience in:** SEO/SMM/Market Research

KEY SKILLS

- PPC marketing, Paid Advertising, Search Ads, Display Ads
- Facebook Ads, Instagram Ads, LinkedIn Ads, Google Ads,
- Negative Keyword Research, Reports, Social Media marketing,
- Search Engine Optimization

ADDITIONAL EXPERIENCE

- HR – Sourcing/Induction – 3 Months
- Sales – Cold Calling/Lead Generation – 9 Months
- USA IT Staffing – Bench Sales/Payroll Management – 6 Months

TOOLS

- SEM Rush/ Google Analytics/Google Tag Manager
- Hubspot/ Mail Chimp/ZXML Generator
- Woodpecker/Zoho/mailchimp/SEO Site checkup
- Google Analytics/Google Tag manager
- Keyword Planner/Search console/Keywords Everywhere

TECHNICAL EDGE

- Basics – Java/HTML - JIRA – Bug Tracking - Quality Analysis – Manual Testing

WORK EXPERIENCE

DIGITAL MARKETING EXECUTIVE –(FEB 2022- PRESENT)

TRIDE MOBILITY- <https://tridemobility.com/>

Responsibilities:

SEO:

- Hands-on experience in SEO (inter-linking for keyword optimization for organic search results)
- Done seo site audits on several sites (ON page SEO/OFF page SEO/link building/ASO)
- Experience on creating, Maintaining and reporting Google Search console

SMM:

- Setting up and monitoring paid ad campaigns
- Planned, executed cross-channel digital marketing and remarketing campaigns, aligned to expected performance and returns
- Plan and execute all digital marketing campaigns; including SEM, marketing database, email, social media
- Making changes to existing PPC campaigns and providing strategic guidance for improvement of bidding strategy, budget ideas, and performance metrics
- Managing marketing Ads with a minimum spend
- Experience in Email Automation Platforms
- Experience on Phone marketing(SMS targeting/Whats app Marketing)
- Manage and optimize existing PPC campaigns and help create PPC strategies including keyword research and analysis
- Track and update traffic patterns through PPC , as well as Ads Management on Facebook Ad Manager
- Paid campaigning experience - Professional level - Facebook ads & Instagram ads/Intermediate level - Google ads & LinkedIn ads

Research:

- Continuously monitor opportunities for new keywords and remove identifying negative keywords
- Gather and analyses consumer behavior data (ex: web traffic and session activity)
- Conduct regular analysis of key metrics across ad, ad set, campaign level to improve campaign performance
- Created Facebook Ad campaigns (strategy planning, budget recommendations, creative guidance for images/videos, Ad implementation and campaign monitoring)
- Conducted competitor research via Facebook ads social platforms, SEM Rush on backlinks, Traffic, Media patterns

JUNIOR DIGITAL MARKETING EXECUTIVE - (JUNE 2020 – JAN 2022)

SPIN STRATEGY – <https://www.spinanalyticsandstrategy.com/>

- Supported senior team members with research skills, market analytics, and statistics used in quarterly reporting for clients and stakeholders.
- Participated in a team-focused department driven by a commitment to client satisfaction and accelerated performance.
- Involved in planning and execution of marketing strategies.
- Monitor online presence of company's brand and engage with users, to get the perfect customer persona and to pitch potential customer.
- Manage the email marketing strategy by re-targeting the potential customers to pitch profitable way.

GOOGLE CERTIFICATIONS

- Google Digital Unlocked
- Google Analytics for Beginners
- Google Ads Display Certification
- Digital Garage Fundamentals of Digital Marketing

EDUCATION

- **MBA - (2016)** **BSC. - (2011)**
- (Specialization - HR & Marketing) (Specialization - Electronics)

INTERESTS/LIKES

- Music | Chocolate Lover | K-Dramas | Bike Rides | Mythology | Tradition

REFERENCES

- | | |
|--|--|
| • Krishna Kummaraguntla | Madhav Arpi Reddy |
| • Head - HR/Recruitment | Co - Founder |
| • SPIN Strategy | TRiDE Mobility |
| • krishnack@spin-strategy.com | Madhav@tride-mobility.com |