# SOWJANYA . M

## ASPIRING DIGITAL MARKETER



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

#### Hyderabad

- +91-8019120833
- Experience Level: Intermediate
- Experience Duration: 2+ Years
- **Experience in:** SEO/SMM/Market Research
- Manage all aspects of campaign & product inventory while monitoring budget spends
- Able to propose/guide blog content, creatives, videos, Flyers, relative to targeted audience
- Planned campaigns based on company business objectives, budgets and competition
- Optimized campaigns to increase ROI (increasing sales, generating leads, increase user engagements)
- Create, manage and report weekly on the performance of both paid and organic activity
- Leverage social media ecosystem for lead generation, acquisition/retention and engagement to maximise ROI
- Setup social media Accounts, GMB, pages, increase followers, Engage users to convert as customer
- Troubleshoot and/or co-ordinate with Google Support teams to address issues that require immediate
  actions
- Integrate different google platforms for better analysis
- Clear understanding of CPA, CPI, CTR, CPM, CPC and other funnel metrics
- Experienced in app installation push strategy with sales team coordination

### TECHNICAL EDGE

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

# sowjanyammadabhushi@gmail.com

#### 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 Month:
- USA IT Staffing Bench Sales/Payroll Management 6 Month

# TOOLS

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

# 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 buliding/ASO
- Experience on creating, Manitaining 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 Funamentals of Digital Marketing

## **EDUCATION**

• MBA - (2016) BSC. - (2011)

(Specialization - HR & Marketing) (Specializ

(Specialization - Electronics

# INTERESTS/LIKES

• Music I Chocolate Lover I K-Dramas I Bike Rides I Mythology I Tradition

#### REFERENCES

Krishna Kummaraguntla
 Head - HR/Recruitment
 SPIN Strategy
 TRiDE Mobility

krishnack@spin-strategy.com Madhav@tride-mobility.com