Ashok Kumar LR

D i g i t a l M a r k e t i n g S p e c i a l i s t

Digital Marketing Specialist with 4 years of experience leading marketing campaigns and developing online marketing strategies. Led teams of 5-15 people across technology, business, and design departments

# WORK EXPERIENCE

**CONTACT ME**

JP Nagar Bangalore -62

+91 7259125400

Digital Marketing Specialist

**Bright Ads India l Bangalore**

Feb 2022- Present

[teja.ashok00aa@gmail.com](mailto:teja.ashok00aa@gmail.com)

# EDUCATION

## MBA

#### BNM Institute of Technology & Management

Developing and implementing a digital marketing strategy Creating visual concepts for promotional activities Managing the digital marketing calendar

Maintaining the online presence and reputation of the company Overseeing the creation and maintenance of social media content Tracking digital marketing performance(Social Media, Website traffic,) Creating and updating digital marketing reports

Working with your team to brainstorm new and innovative growth strategies

Evaluating important metrics that affect our website traffic, service quotas, and target audience.

2016-2018

## BCA

Digital Marketing Executive

**ACE Your Career l Location**

September 2021-April 2022

#### Vidyavahini First Grade Collage

2013-2016

**SKILLS**

Setting up the plan and implementing the overall social media strategy Planning and monitoring the ongoing company presence on social media Tracking Social Media performance

Creating and updating Social media reports

Monitoring competition and providing suggestions for improvement Managing and training the rest of the team

Designing a sales funnel for the automation

Social Media Marketing

Digital Marketing Co-Ordinator

January 2021 - September 2021

SEO

Google Ads Content Writing Email Marketing SMS Marketing Website Design Design Thinking

### Estate.one (Vijayanagara Eco Village) l Bangalore

Supporting marketing initiatives. Creating and managing mailing lists. Handling product launches.

Editing marketing material. Researching market trends.

Identifying and engaging with vendors. Coordinating marketing events.

Developing and sourcing content for digital platforms. Optimize SEO.

Project Management Communication Skills

Marketing Executive

### Estate.one l Bangalore

November 2018 - December 2020

Critical Thinking



**TOOLS**

Canva l Google Analytics l RiteTag l Uber Suggest l Bitly l Buffer l Pinterest l SEO Optimiser l Omnisend l Sendinblue l Grammarly l Xmind l Miro l Plagiarismdoctor l Google serach console l Google Trends

Conducting market research and analysing to evaluate trends, brand awareness and competition in the market

Initiated and controlled surveys to assess customer requirements and dedication Maintaining relationships with media vendors and publishers to ensure collaboration in promotional activities

Organizing and communicating campaigns exhibitions and promotional events Conducted survey for product feasibility

Collaborated with managers in preparing budgets and monitoring expenses

# CLIENT WORK

Social Media l SEO l Youtube l Visual Content l Content

**Farhana Shifa l USA l 2 Months**

Creating visual concepts for promotional activities Social Media Campaigns for Brand Awareness

Organic posting and Social Media Campaigns-78% of the traffic generated from the Organic with SEO

Blogging and Content Creation

Targeted Marketing with Social Media Ad Campaigns

Social Media l SEO l Content

### Analytic Era l USA l 6 Months

##### SEO

Generate and submit Sitemap Adding Google Search Console Creating website Index

Set Up Google Analytical Keyword Research and Analysis Creating a keyword map

##### On-Page SEO

Image Optimisation for SEO Creating Meta tags, Title tags Updating the Outdated tags Fixing multiple Page H1 tags

Find and fix keyword cannibalisation

##### Off-Page SEO

Analysing the Backlink Creating the backlinks

Google My Business Updation

Email Marketing- 22% of the opening rate and 4% of the response Rate Linked Campaign Set Up

Content Creation for blogging Visual Content creation

Wordpress Website l Logo Creation

### KVSRC l Bangalore l 1 Month

Monitoring and guiding the creation of a WordPress website Design ideas and guidance for creating the logo

WordPress Website l Logo Creation l OBD calls l SMS Campaigns l What's APP Campaigns

### Sri Sai Tractor l Chikkaballapur l 6 Months

Monitoring and guiding the creation of a WordPress website Design ideas and guidance for creating the logo

Sitting up the SMS Campaigns Sitting up the Whats App Campaigns

Sitting up the OBD Calls- 2% conversion rate

Website Content Writing l Sales Pitch Content l Broucher Content

### Complete Home Automation l Bangalore l 1 Month

Creating Website Content Branding Content for pitching Broucher Content

Strategies l Work Roadmap

### Perfect Vision l Saudi Arabia

Created a strategy Created a work road map

**References and supporting documents: Will be provided on request**

# DECLARATION

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.