{d.name}

+1 (437) 533-4583 | [jaswanthtata3@gmail.com](mailto:jaswanthtata3@gmail.com) | Toronto, ON, Canada | [linkedin.com/in/jaswanthtata/](https://linkedin.com/in/jaswanthtata/)

# EDUCATION

## Dalhousie University May 2023 - December 2024

*Master's, InterNetworking*

## Jawaharlal Nehru Technology University June 2015 - May 2019

*Bachelor's, Computer Science Percentage: 71*

# PROFESSIONAL SUMMARY

* Over {d.years} years of professional experience in the IT domain, with more than 1 years in Digital Marketing.
* Experienced in implementing comprehensive digital marketing strategies for clients' websites.
* Proficient in developing complete project lifecycles from initiation to conclusion, including Keyword Research, Domain Research, Website Design, Content Development, On-page SEO, Landing Page Optimization, and Off-Page SEO.
* Worked with Google Shopping and Product Listing Ads (PLAs).
* Conducted product categorization and subcategorization as per SEO Taxonomy design.
* Experienced in eliciting requirements as per business needs.
* Familiar with different project methodologies, including Agile and Waterfall models.
* Participated in developing effective digital marketing project strategies with appropriate timelines and milestones.
* Created effective Google AdWords PPC strategies, ensuring high CTRs.
* Developed conversion and remarketing strategies to reduce overall CPC.
* Integrated Google AdWords with Google Analytics and analyzed data flow.
* Executed offline marketing strategies, such as banners and posters, and tested them for effective conversion.
* Posted on local sites like Kijiji, evaluating overall conversion performance.
* Developed effective social media campaigns for Facebook, Twitter, and Pinterest.
* Created editorial calendars and collaborated with content developers for effective content strategies.
* Created Containers, Tags, Triggers, and Variables using Google Tag Manager for accurate data tracking.
* Performed keyword research to develop related keywords for seed topics.
* Resolved crawl errors and soft 404 errors periodically from Google Search Console
* Integrated various social media applications with Google Analytics and monitored traffic flow.
* Supported the social media team with ongoing integration issues.
* Continuously monitored content for plagiarism analysis and relevancy before posting on the website.
* Discussed updates weekly with the project management team and offered suggestions for improvements.
* Set up multichannel funnels and analyzed data.
* Analyzed popular pages, shopping cart abandonment issues, and offered suggestions for improvement.
* Worked on social media integration with Google Analytics and evaluated traffic flow from different social media channels.

# CORE COMPETENCIES

* Developing content initiatives to launch blogs, video content, and social media profiles for websites.
* Analyzing and researching keywords related to clients' websites using various keyword research tools.
* Conducting competitor analysis to identify improvements and increase visibility of rankings.
* Experienced in working with different functionalities of Google Tag Manager and integrating various applications.
* Developing custom filters in Google Analytics to filter out irrelevant data for more accurate analysis.
* Proficient in Adobe Omniture (SiteCatalyst) for extracting different reports as per client requirements.
* Facilitating meetings and discussions with multiple clients and stakeholders to ensure all requirements are met.

# CORE COMPETENCIES

* **Tools:** Keyword Planner, Market Samurai, Long Tail Pro, Ubersuggest.
* **Website Design:** WordPress Platform, Blogger, Blog, Wordpress.com, Magento 2.0, Shopify.
* **Web 2.0:** HubPages, Squidoo, Quora, Yahoo Answers, Slideshare, Scribd.
* **Languages:** HTML, CSS, JavaScript, python.
* **On-Page SEO:** WordPress Plugins Used: All-in-One SEO, Yoast SEO, SEOPressor6.
* **Social Media:** Facebook, Twitter, Pinterest, Google+, LinkedIn, Tumblr.
* **Article Directories:** Ezine Articles, Go Articles, Article City, Article Dashboard.
* **PPC:** Google AdWords PPC, Facebook PPC, Bing AdWords PPC.
* **Analytics:** Google Analytics, Facebook Analytics, Adobe Omniture, SiteCatalyst, Tealium.
* **Email Marketing:** GetResponse, MailChimp, Aweber, iContact.
* **Video Marketing:** YouTube, Vimeo, Viddler, DailyMotion.
* **Mobile Marketing:** AdMob, Mojiva, Jumptap, Adfonic.
* **Ecommerce:** Covert Store Builder, Premium Press, WooCommerce, NetSuite.
* **Lead Generation:** OptimizePress, LeadPages, Bridge Pages.
* **Social Bookmarking:** Reddit, StumbleUpon, Digg, Slashdot, Delicious.
* **Webmaster Tools:** Google Webmaster Tools, Bing Webmaster Tools.
* **Microsoft Office:** Word, Excel, PowerPoint, OneNote, Visio, Project, Access.

# PROFESSIONAL SUMMARY

## Tata Consultancy Services Hyderabad, TG, India

*Digital Marketing Consultant July 2019 - March 2020*

* Performed various responsibilities in Digital Marketing, including Keyword Research, On-Page Optimization, Off-Page Optimization, PPC, Email Marketing, and Google Analytics for different clients.
* Analyzed site code and provided recommendations for SEO best practices.
* Created content (articles, press releases, etc.) and submitted to different platforms/sites to procure relevant backlinks.
* Monitored PPC campaigns, analyzed key metrics, and optimized click-through and conversion rates.
* Wrote action-based compelling emails to promote various brands and products.
* Constantly monitored overall performance, such as click-through, conversion, and bounce rates using Google Analytics.
* Suggested additional content optimization strategies to different clients in various areas such as blogs, videos, images, etc.
* Managed multiple projects and completed all assigned tasks within given deadlines.
* Followed best practices when performing tasks using Agile methodologies.
* Worked with multiple teams and resources by assigning appropriate tasks to ensure all required work was completed within timelines.

# PROFESSIONAL SUMMARY

## Tata Consultancy Services Hyderabad, TG, India

*Digital Marketing Consultant July 2019 - March 2020*

* Performed various responsibilities in Digital Marketing, including Keyword Research, On-Page Optimization, Off-Page Optimization, PPC, Email Marketing, and Google Analytics for different clients.
* Analyzed site code and provided recommendations for SEO best practices.
* Created content (articles, press releases, etc.) and submitted to different platforms/sites to procure relevant backlinks.
* Monitored PPC campaigns, analyzed key metrics, and optimized click-through and conversion rates.
* Wrote action-based compelling emails to promote various brands and products.
* Constantly monitored overall performance, such as click-through, conversion, and bounce rates using Google Analytics.
* Suggested additional content optimization strategies to different clients in various areas such as blogs, videos, images, etc.
* Managed multiple projects and completed all assigned tasks within given deadlines.
* Followed best practices when performing tasks using Agile methodologies.
* Worked with multiple teams and resources by assigning appropriate tasks to ensure all required work was completed within timelines.

# 

## Tata Consultancy Services Hyderabad, TG, India

*Digital Marketing Consultant July 2019 - March 2020*

* Responsible for the complete implementation strategy for both SEO and Analytics for servus.ca website.
* Participated in brainstorming sessions for the customer lifecycle journey from initiation to conclusion.
* Developed use cases and storytelling in the customer journey.
* Identified pain points in the customer journey and evaluated areas that did not lead to conversions.
* Analyzed and developed a complete matrix report for web performance for the first quarter.
* Evaluated data flow with Webtrends and performed comparison analysis with Google Analytics.
* Developed a comprehensive tag implementation strategy and evaluated best practices for tag implementation.
* Coordinated discussions with the BI support team in analyzing the performance evaluation of different analytics and tag implementation products.
* Effectively coordinated communication with cross-functional teams, ensuring transparency with all relevant stakeholders.
* Worked with the Digital Banking Team and actively participated in all relevant activities related to website migration to Sitecore CMS.
* Performed comparative analysis between Google Tag Manager and Tealium.
* Maintained constant communication with the Brightedge SEO Team to ensure that all loopholes and anomalies were eliminated.
* Held meetings with the Tealium Engineering Support and Sales Team to identify and evaluate key differences between Google Tag Manager and Tealium.
* Conducted hands-on implementation test runs with Tealium, especially to

# SKILLS

**Skills:** Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Content Marketing, Email Marketing, Affiliate Marketing, Pay-Per-Click (PPC), Conversion Rate Optimization (CRO), Google Analytics, Google Ads, Facebook Ads, Instagram Ads, LinkedIn Marketing, Twitter Ads, YouTube Marketing, Influencer Marketing, Marketing Automation, HubSpot, SEMrush, Ahrefs, Moz, Canva, Adobe Photoshop, WordPress, Shopify, Salesforce Marketing Cloud, A/B Testing, Campaign Management, Copywriting, Video Marketing, Web Analytics, CRM Management, Mobile Marketing, Growth Hacking, Branding, Retargeting, Programmatic Advertising, Keyword Research, Lead Generation

Results-driven IT professional with 5+ years of involvement in program advancement and framework planning, complemented by a Master's in Internetworking from Canada. Prepared with progressed mastery in end-to-end web engineering, cloud integration, and versatile arrangements, I point to using my capability in front-end systems (e.g., React, Angular), back-end advances (e.g., Node.js, Python), and database frameworks to convey inventive full-stack applications. Energetic around bridging specialized fabulousness with a user-centric plan, I look to contribute to energetic groups in making vigorous, secure, and high-performance computerized arrangements.

Results-driven professional in the IT industry complemented by a master’s in internetworking in Canada. I am currently seeking employment in the digital marketing sector. I hope my skills, like online marketing techniques, social media management, search engine optimization (SEO), and so on, will help to grow your company parallel to my career. With my excellent communication and analytical skills, I can handle any type of client with positive outcomes.