

**SUMMARY :-**

I am an experienced Digital Marketing, Adobe/Google Web Analytics consultant, with a proven record of providing quality solutions to complex problems, gathering and analyzing business data, making improvements, suggestions and helping to increase revenue levels by optimizing their website and marketing campaigns.

**EDUCATIONAL BACKGROUND:-**

- **Post-Graduation**                      **(MCS – Computer Science),**                      **2008**  
University of Management and Technology
- **Graduation**                              **(BSCS – Computer Science)**                      **2006**  
University of Management and Technology

**Certifications and Expertise:-**

- Google Analytics    (Google Certified <https://goo.gl/656WM4> )
- Google Adwords    (Google Certified <https://goo.gl/656WM4> )
- Adobe Marketing Cloud
- Ad-Hoc Analysis (Adobe Discover)
- Cross Channel Analysis (Adobe Insight)
- AB Testing (Adobe Target)
- Reporting (Report Builder)

**PROFESSIONAL SKILLS:-**

- Tag Implementation and Testing
- Customize Dashboard Creation
- KPI-Key Performance Indicators, Complete Level of Understanding Organization's
- Data-Connectors Adobe Partners Integration - Genesis
- Digital Marketing and Advertising
- Search Engine Optimization

WORK EXPERIENCE:-



**Digital Marketing Analyst**

Dorger Software Architects

[www.dorgersoft.com](http://www.dorgersoft.com)

Mobile, AL 36608

Sep 2014 to Current

**Description:-** Dorger Software Architects, Inc. is one of the largest software solutions provider to different US government's department like "Mississippi Secretary of State", "American Law Enforcement Network" and etc . . .

**Responsibilities:-**

- Web analytics tracking and implementation through (adobe marketing cloud or google tag manager)
- AB testing, multivariate testing, tag validation
- Customize dashboards creation, generating organizational reports, reporting automation weekly, monthly
- Digital analysis, ad-hoc analysis, cross channel analysis
- Design and Managing digital marketing campaigns for different clients
- Develops a total understanding of online target audience and mindset modes.
- Provides paid campaign performance reporting and analysis.
- Campaigns Develops unique strategies and builds upon current client strategies within the digital arena to meet/exceed objectives.
- Proactively keeps abreast of assigned clients' marketing and media plans, and provides technological solutions including rich media, site optimization, promotional ideas, mobile, social networks, viral, etc.
- Design and implementing SEO search engine optimization stuff



**Digital Marketing Analyst**

e-TeleQuote Insurance, Inc.

[www.e-TeleQuote.com](http://www.e-TeleQuote.com)

Clearwater, FL 33762

Feb 2012 to Sep 2014

**Description:-** e-TeleQuote Insurance, Inc. is an independent digital and one of the largest insurance agency that helps senior citizen a fast, easy, money-saving way to buy Medicare insurance and compare different Medicare plans online in all over the USA.

**Responsibilities:-**

- Adobe Marketing Cloud or Google Web Analytic, implementation, tag management and tracking
- Using "Adobe Target" AB testing, multivariate testing, tag validation
- Customize dashboards creation, generating organizational reports, reporting automation weekly, monthly
- Digital analysis, ad-hoc analysis, cross channel analysis
- Analysis of website traffic from various marketing sources.
- Managed \$50k/mo Google Adwords Pay-Per-Click (PPC) accounts.
- Reduced marketing cost per Adwords lead more than 45%.

- Utilized financial data and analytics in strategic decision making to meet clients' ROI and budget requirements
- Utilize Omniture software to track sales metrics - ROI, revenue from natural/paid search, CTR, CPC, conversions - for managed search terms
- Optimized and changed the loading time on the home page from 8 seconds to less than 1 second by reducing images on the home page, reducing the bounce rate from 65% to 32%.
- Assisted Health Care industry clients from market research to go-to-market strategies for coverage alternatives under the Affordable Care Act



**Digital Marketing Executive**

DTech Systems

Nov 2010 to Feb 2012

[www.dtechsystems.com.uk](http://www.dtechsystems.com.uk)

**Description:-** Dtech-Systems is a UK based Digital Agency that helps lifestyle inspired businesses to engage consumers and communicate brand culture by using both techniques, strategy and design to connect brands and people through the things they love... products, services and experiences that support their lifestyle and matter in culture.

**Responsibilities:-**

- Web tracking and implementation.
- Plan and execute a full spectrum of SEO activities for our clients, including keyword research, site audits, page- and site-level optimization, content strategy, linkbuilding strategy, competitive assessment and technical troubleshooting.
- Work with sales and project management to scope/estimate SEO engagements for prospective clients.
- Engage in thought leadership activities such as blogging, writing for industry journals, speaking at conferences, etc.
- Developing and implementing digital marketing and PPC advertising customer acquisition campaigns.
- Ensuring that every campaign is communicated and understood by staff and across the business.
- Establishing and growing various marketing channels.
- Optimizing landing pages, websites and page content.
- Building and nurturing relationships with Press and PR agencies.
- Managing the agencies relationships to ensure the company is getting the best value from its partners.



**SEO Specialist**

Pyrerspective Digital

Feb 2008 to Nov 2010

[www.pyrspective.com](http://www.pyrspective.com)

**Description:-** Pyrerspective Digital is a UK based and award winning, independent creative agency that helps forward thinking brands and organizations engage with and build their audience. They provide integrated creative thinking and superb creative output for their forward thinking clients.

**Responsibilities:-**

- Supervised and directly implemented SEO practices for about 80 websites within organic and paid search.
- Developed a system for clients to utilize Sponsorship/Pay-Per-Click advertisements for Yahoo and Bing Search Engine.
- Performed negotiation of contracts, assistance in development of long-term plans, allocation and monitoring of budgets, and conducting of ROI studies.
- Created company branded presentations on best practices for SEO and email marketing.
- Organized B2B marketing database to accurately target prospective markets.
- Generated leads and developed client relationships with small to midsize business customers.
- Conducted competitive analysis that was instrumental in sale of premium account.



**SEO Specialist**

7Objects

Jun, 2007 to Aug 2008

[www.7objects.com](http://www.7objects.com)

**Description:-** 7objects is an online store to buy awesome inventions, innovation products, technology gadgets & other stuff to stylize your life.

**Responsibilities:-**

- Identified goals and created digital marketing plans for clients
- Created and conducted PowerPoint presentations to clients
- Managed production process to ensure deadlines were met
- Conducted follow-up meetings to review goals that were reached
- Implemented call tracking software for marketing materials.



**SEO Executive**

Systelligence Corp.

May 2006 to Jun 2007

[www.systelligence.com](http://www.systelligence.com)

**Description:-** Established by a group of dedicated Computer Professionals with hands-on experience in the IT field, to provide service excellence and quality solutions in design, animation, web development, e-commerce solutions, ERP database and supply chain management to discerning customers who demand value for their investment in time and money.



**SEO Team Lead**

RDI Technologies

Aug 2005 to May 2006

[www.rdi-technologies.com](http://www.rdi-technologies.com)

**Description:-** Responsible for coordinating and implementing SEO OnPage/OffPage strategies for clients, managing report, and accounts as well as working closely with the company team to make sure that the goals of the client are achieved.



**SEO LinkBuilder**

NextAge Technologies

Oct 2004 to Aug 2005

[www.nextagetech.com](http://www.nextagetech.com)

**Description:-** Responsible for coordinating and implementing SEO strategies for clients, managing their account, reports and work closely with the team to make sure that the goals are achieved.