MARSHALL RAJ

in LinkedIn | ✉ marshallchris19@gmail.com | 📞 +919003279199 | 🔗 Portfolio

SKILLS

Wordpress, Search Engine Optimization, Google Search Console, Google Analytics, Google Tag Manager, Microsoft Clarity, SEMrush, Ahrefs, PPC, Social Media Marketing, Email Marketing, HTML, CSS, Javascript, Figma, Illustrator, Photoshop, Adobe XD, Canva, UI/UX

EXPERIENCE

Senior Web Designer
Mobiveil Technologies India Pvt Ltd, Chennai   July, 2021 - Present

- Transitioned a 2-year-old website to a unified look with WordPress CMS system from scratch to generate more leads and conversions and provide the best user experience to the students.
- Planning site designs, functionality, and navigation, along with audience funnels and data capture points to increase traffic to 37%.
- Built wireframes & prototypes which reduced the production time to 26% which were then turned into functional and responsive websites; handling all composition, color, illustration, typography, and branding for projects.
- Reviewing UX with many teams and making necessary edits to accommodate technical or business concerns and raised UX scores by 38%.
- Created email marketing templates with HTML & CSS, flyers, posters, and brochures to increase brand promotion which generated $87k total revenue in 6 months.

SEO Analyst
Leveetech ECommerce Pvt Ltd, Chennai   Jan, 2019 - Oct, 2020

- Interfaced with the Digital Marketing Manager to formulate the 2020 annual SEO strategy for the firm.
- Launched an SEO campaign that targeted high-volume and long-tail keywords that generated 10,000 unique visitors and 150 customers each month.
- Improved the on-page SEO performance resulting in a page speed improvement of 50% and an improvement in monthly organic traffic of 22%.
- Developed 4 WordPress CMS websites from scratch to test different strategies for client projects with the ultimate goal to increase traffic which resulted in a 46% increase in traffic.
- Trained 9+ interns and 5 in-house members on Web Designing, Search Engine Optimization, and Social Media Optimization which increased work production by 32%.

SEO Analyst
Hurix Systems Pvt Ltd, Chennai   Sep, 2017 - Nov, 2018

- Tracked and analyzed website analytics to drive strategy and improved user experience by 85%.
- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint by 70% on August 2018 and driven relevant site traffic.
- Curated action plans for achieving and measuring SEO campaign success, including determining key metrics, keywords and increased 1000+ visits every month.
- Ranked 2 keywords on top 3 in search results and remained Current with industry trends to uncover new opportunities for client websites.

CERTIFICATIONS

Post Graduate Program in Digital Marketing, Google Analytics Individual Qualification, SEO for Social Media, Technical WordPress SEO

EDUCATION

DMI college of engineering   July, 2013 - Jun, 2017
B.E - Computer Science Engineering   Chennai, IN