

About

Sarathi P | Digital Marketing Specialist:

I am currently into the Job search in Digital Marketing Companies. I'm into complete search engine marketing management platform for large advertisers, agencies and companies Based in India and also across globe.

Social Media Contacts:

- Email :sanjay.sarathi@gmail.com
- [Skype : sanjaysarathi](#)
- [Linkedin : in.linkedin.com/in/sanjaysar/](#)
- <http://san7sense.blogspot.com/>

Digital Marketing Specialist | Branch Head (India / Middle East):

From Feb 2019 – Till date (Mr. Rejilal R- M D)

I'm responsible for customer acquisition and retention through online marketing, including:

- Search engine optimization (SEO)
- Paid search marketing (PPC)
- Shopping cart eCommerce optimizing and marketing
- Account manager (Publisher & Advertiser)
- Paid social media marketing
- Social media marketing and optimization including blogging
- Client meeting and reporting

SEO / SEM Consultant Freelance (India / Australia):

From December 2012 – July 2019 (Eminence - Mr. Mohammed Asif- M D)

Operation (India) Internet marketing and consulting for online media companies:

- You can kindly refer my LinkedIn profile for my given references.

TECHNICAL SKILLS:

- Good in Internet Marketing, Organic Search Engine Optimization, Client Relations/Vendor Management, Web Analytics and Strategic Direction.
- Shopping cart and Ecommerce worked on all major carts presto shop, wordpress-woocommerce, shopify, opencart etc...

EDUCATION:

Completed Diploma in Software Engineering - Aptech Certified.
Computers application, first grade college KGF - Degree - (BCA)

SEO - Online Marketing Interests and Specialties:

My professional experience has mostly been in SEO / SEM - online marketing. My specialties include:

- Search marketing
- Strategic planning
- Web analytics
- Ecommerce optimization
- Local Search engine optimization

Freelance Consultant: (2009/2012) (Reference Mrs. Kavitha – Product Head)

- Implemented and drove strategic direction of in-house PPC efforts with top and second-tier providers.
- Managed all Online Marketing sites (130+), Usability, Web Analytics and Local Search (Google, Yahoo!, etc.) initiatives.

Account Executive – SEO/SEM - at Infyte infotech pvt ltd:

January 2006 – August 2009 (Reference Mr.Sanjeev Kumar former Marketing manager (Head))

- Successfully plan, execute, measure and optimize the campaign a total of well over \$100k in annual paid search spend.

SEM - Strategic Campaign Analyst at OS (formerly Open Sols):

March 2004 – January 2006 (Mr. Lijo Kurian former Marketing Head)

- Handled paid campaign for US, Canada and Australia and managed successfully.

Associate Account Executive at SOS [strategic outsourcing services pvt ltd]:

August 2003 – February 2004 (Mr Mukundan AP Project. Manager)

- Reporting to the Manager, Key responsibilities included maintaining positive client relations and working with multi-department teams to manage projects from concept through post-campaign analysis.

Personal Information:

D-O-B : 01/06/1978

Marital status : Married

Achievement : National Foot Ball Player (Represented for Karnataka 1996)

Job Status : Currently Working Online Marketing Specialist

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The information which is present in my CV is true and looking for promising career.

With Best Regards

SARATHI. P

SEO - Digital Marketer, Web Strategist, Online Marketing Strategy & Planning, Blogger since 2006 to ChatGpt.