

# KIRAN KUMAR VALLEM

## Senior Digital Marketing Manager

+91 6363707577

Bangalore, KA

kiran.vallem@gmail.com

inkedin.com/in/kiran-vallem

## SUMMARY

Sr Digital Marketing Manager with over 9+ years of experience working in. Well-acquainted with creating data-driven marketing campaigns, SEO, SEM, SMM, DFP, Competitive Analysis, E-Mail Marketing, Affiliate Marketing, And Marketplaces like Amazon, Walmart, etc... and website design and development and organizing website content. Specializes B2B, B2C.

## EXPERIENCE

### Senior Digital Marketing Manager

#### Astha Credit & Securities Private Limited

10/2021 – 07/2022 Bangalore, KA

AsthaTrade, an online stock trading platform, is a trustworthy stock broker and one of the best trading apps in India

- Decreased customer acquisition cost by 85% in 6 months
- Created and deployed a go-to market strategy with a 5 year operating plan and expense budget
- Uncovered new growth channels driving over 50,000 unique visitors & converting at a rate of 25%
- Launched the 1st company blog & increased organic traffic up to 25%
- Increased online sign-up conversion from 7% to 61%
- Implemented an automated email marketing strategy which increased brand awareness to 35%

### Digital Marketing Manager

#### Netcube Technologies

01/2018 - 10/2021 Bangalore, KA

- Build, plan and implement the overall digital marketing strategy
- Increased budget from 10k to 800k/M thanks to successful campaign
- ROI 450% Increase in all marketplace platform within 8 Months
- Development and implementation of all paid search & paid social activity and Effectively Managed 23 Million dollars in Paid Search Campaigns to grow businesses online.
- Increased the email newsletter open rate to over 50% from an industry average 14.1%
- Managed a portfolio of 20+ clients
- Lead and manage team to drive success and meet goals/objectives of the business

### Sr Seo Analyst

#### DBA KaBloom

06/2016 - 12/2017 Bangalore, KA

KaBloom is one of the most recognized gifting brands in the United States. The only company that uses patented flower hydration technology, Bloom2O, which seals flowers in water during shipping

- Worked with multi vendors management organization for alternative analysis of products which i increased revenue by 20% within a month
- Designed solution to capture offline attribution for organic traffic from
- Increased organic search revenue 260% - reached all-time highs for the company through various on-page and technical optimizations
- Increased revenue in the direct marketing channel 70% in one calendar year

### SEO Executive

#### Algo Infotech Pvt. Ltd.

10/2012 - 06/2016 Bangalore, KA

Algo infotech is a IT company that provides end-to-end development service for web, mobile & software design & development.

- Optimized 6M/day traffic funnels using analytics
- Created engaging email campaigns and email outreach resulting in 70% response rate and keeping leads interested/becoming clients
- Revamped marketing and helped to grow overall revenues by 18%
- Developed new marketing strategies utilizing a \$2 million quarterly budget to outperform competitors

## SKILLS

### Marketing

Data-driven marketing	SEM	SEO
Email Campaign	Digital Strategy	SMM
Affiliate Marketing	CRM	
Content Marketing	B2C	B2B

### Marketing Tools

Google Analytics	Adobe Analytics		
Hootsuite	Facebook Business		
Google Ads	Google Tag Manager	Hotjar	
Mailchimp	HubSpot	Marketo	Ahrefs
Webmaster Tools	6Sense	Demandbase	
SEMRush			

### Web Technologies

HTML	Notepad++	Bootstrap
Wordpress	Magento	Shopify
WooCommerce	Adobe Photoshop	

## CERTIFICATION

### Google AdWords

### Google Analytics

### HubSpot Inbound Marketing

### HubSpot Social Media Certification

## ACHIEVEMENTS

### Marketing Program Management

Managed Six-figure budgets for multibillion dollar businesses

### Financial Efficiencies

Continuous track record to substantially reduce costs while increasing revenues

### Creative Problem Solver

Successfully developed marketing strategies as both an in-house marketer and a B2B client-focused one

## EDUCATION

Bachelor of Technology [B.Tech]  
(Information Technology)

St'Mary's Engineering College

📅 2007 - 2011    📍 Hyderabad, TG

## ACHIEVEMENTS



### Technology Leadership

Successful identification, procurement, execution and end-user adoption across a multitude of business functions, to ensure completion of business strategy and goals

## PROFESSIONAL PROFILE

A dedicated and driven DIGITAL MARKETING MANAGER with extensive experience gained working on a large number of web optimization projects for key clients. Focused upon maximizing the transparency of client sites, through the management of SEO, SEM, SMM, EMAIL MARKETING, Web Analytics, Market Research and developing data-driven marketing campaigns and strategies, successfully managing marketing teams, and monitoring performance of the campaigns. Consistently demonstrates the ability to ascertain the exact requirements of the client through extensive research and analysis. Possesses excellent business communication skills and can consult with influence at all levels.

### SUMMARY

- Expert in all **Marketplace** Amazon, Flipkart, Walmart, Jet, Over stock...Etc
- Expert in website design and development
- Expert in **Google Ad Manager** (DoubleClick for Publishers, Programmatic Advertising)
- An Expert in Internet Marketing campaigns, specializing in Organic Search Engine Optimization (**SEO**), Search Engine Marketing (**SEM**), Social Media Marketing (**SMM**), Article Marketing.
- Experience with content management systems (**CMS**) and email marketing platforms
- Maintains an excellent knowledge of the major search engine algorithm and ranking systems.
- Experienced and Highly knowledgeable in all aspects of **Google Adwords** (including paid search, display, video and mobile) and develop strategies and tactics, Managed **PPC** campaigns to maximize search presence and ROI.
- Handle end-to-end production Improved the performance of **Email marketing** and identify the enhancement opportunities to maximize ROI. Using KPI's and measurable metrics created segmentation strategies, A/B testing of subject lines, Evaluation index will include open rate, click-through-rate and conversion rate of all email programs as well as revenue growth driven by email marketing and Editing content and HTML code as needed.
- Experience working With a Marketing Automation System such as **Marketo, Hubspot**, including database hygiene, integrity, and integration with CRM tools like **Hubspot, Zoho, salesforce**, ETC... email marketing campaigns, and integration with analytics software automation
- Client-focused with advanced experience working with customers across the globe

### SOCIAL MEDIA

Lead team in overseeing social media growth, engagement and lead-generation; word-of-mouth marketing; and online reputation management for more than 20+clients and Creative experience managing professional social media accounts.

#### Key accomplishments include:

- Manage and optimize the company social media channels (Facebook, YouTube, LinkedIn, Instagram, Twitter, etc.)
- Design and implement a social media strategy to align with current and long-term business goals.
- More effective lead generation Strategies with high conversion rate
- Developed Engaged Community of Followers for Clients
- Increased Inbound Traffic for Clients' Websites by up to 80 Percent
- Developed Content for Clients' Websites
- Applied Analytics Tools to Boost Websites' Reach
- Collaborated Closely and Thoughtfully With Web Production Team
- Successfully creating must-follow social media feeds

## SEO competencies

- Staying up to date with the latest developments in the SEO field.
- Thorough understanding of E-commerce.
- Knowledge of video search, blogging, twittering, web usability, site design, conversion rates, geo targeting, and ranking methods etc.
- Commercially aware with good business acumen.
- Extensive understanding of how to follow compliance guidelines and avoid black hat techniques that can damage a clients website.
- Email marketing, e-newsletters and campaigns.
- Social media campaigns.
- Usability consultation.
- Content writing.
- Possessing in-depth HTML skills.
- Knowledge of MS Word, Excel and of using CMS.
- Ranked no. 1 for the highly competitive keywords on Google.com
- Extensive experience in the development of SEO's, E-Marketers and SEO Researchers
- Highly proficient in SEO software and tools, with a strong knowledge of web analytics

## Strengths

- Sincere, Hard Working, Punctual and Committed.
- Self Motivated, able to take challenges, able to work in 24X7 environments.
- Good Inter personal skills, willing to take challenges in software development.
- Positive attitude towards learning new things and acquiring more knowledge.
- Good communication skills and keyboard skills.

## KEY COMPETENCIES AND SKILLS

Link building, Lead generation campaigns, Content management, Pay Per click (PPC), Internet marketing, Affiliate marketing, META optimization, Website development, Website management, Campaign management, Site structure, Custom page creation, Social Media management, Advert writing, Bidding strategies,...

## TECHNICAL SPECIALIZATION

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Social Media Optimization (SMO)
- Generating Leads, Sales and Relative Traffic through Online
- Conversion Optimization
- Facebook pixel
- Google adwords, ppc, remarketing ads, google AdSense,
- Email Marketing, sms Marketing
- affiliate marketing
- Google Analytics & Webmaster tool
- Online Marketing & Branding
- Viral Marketing & Direct Marketing
- Market Research and Industry Analysis

## Personnel profile

<b>Name</b>	:	<b>Kiran Kumar Vallem</b>
<b>Date of Birth</b>	:	07-05-1988
<b>Languages Know</b>	:	English, Hindi and Telugu
<b>Nationality</b>	:	Indian
<b>Address</b>	:	<b>BTM</b> , Bangalore.

**Date:**

**Place: Bangalore**

**(V. Kiran Kumar)**