

RESUME

VEERAMOHAN R

Ph.No: +917010513374

E-Mail: **Vrmohibos127@gmail.com**

CAREER OBJECTIVE

Digital Marketing professional with 10+ years of proven record in digital media strategies, E-Commerce, Business Development and Brand growth. Result Driven Digital Marketing Manager with around 11 years of Experience in Driving ROI and Building Strong Brands. Experience in SEO, SEM, SMO, SMM & Email Marketing. Skilled at mentoring high-performing teams to implement marketing techniques. Well-versed in strategizing & devising campaign plans to enhance results swiftly.

Overall Experience: 10+ Years

Experience Summary:

- 10 + Years of Experience in **SEO, SEM, SMM, Email Marketing** and Campaign Management.
- 5+ years of Experience in using **Automation Marketing** Campaigns.
- Experience in planning and executing **ABM campaigns**.
- Broad Experience in Social Media Promotions & Lead Generation.
- Having Experience in creating marketing materials for advertising and Branding Awareness.
- Broad Experience in Marketing with SAAS & IT Service Offerings, Hospital, stock market, manufacturing & Ecommerce industry.
- Building Ad Campaigns and Executing in U.S, EMEA & APAC regions.
- Creative and innovative thinking, **good planning, and execution qualities to manage large-scale marketing Events**.
- Experience in Data Visualization Tool **Power BI for Marketing & Sales Analytics**.

Skills & Tools:

- SEM (Google Ads, Bing ads and Yahoo Gemini)
- SEO (On page and Off page optimization) – Google Analytics, GTM, Google / Yahoo / Bing Webmaster Tools, Semrush, Ubersuggest, Ahref, Screaming Frog,
- SMM (Facebook, Instagram, LinkedIn, Snap Chat, Twitter) – Hootsuite, Mention, Buffer
- Jira- Project management
- Marketing Automation -- Hubspot, Mailchimp, Joho crm, Aweber, Convert kit, Salesforce (Marketing, Email and Social Studio)
- Data Analytics -- Google analytics, Heap analytics, QlikSense and Qlik view.
- Keyword Research – Google keyword planner, semrush, ahref, keywordtool.io, Isi graph, longtail pro, google trends, kw finder, word tracker,
- Product Marketing – Product hunt, appsumo, pitchground.
- Market Research – Survey Monkey, Question Pro, Google Doc, Survey Gizmo.
- Local SEO
- Display Advertising
- Ad Copy Writing and Optimization

- Product Listing(Shopping) ads
- Conversion Rate Optimization
- Online reputation management.
- E-Mail Marketing
- Amazon and Flipkart Listing and Advertising
- Knowledge on WordPress and HTML

EXPERIENCE:

MercuryMinds Technologies Pvt Ltd [HexaFair, VeeSpaces] (04-01-2021 to Present)

Digital Marketing Manager

Roles &Responsibilities:

- Managing the team of 12 includes SEO, SEM experts, Designers, content writers, & web designers
- Managed over 15 International digital marketing clients (US, UK, Canada, Singapore etc)
- Managing **digital spend** of **3 to 5L** per month and grown the digital business by **28%..**
- Planning and executing all digital & **viral marketing campaigns** across a range of social media platforms
- Responsible for all the performance marketing campaigns focusing on well-defined CPA targets. **Managing ad campaigns** on major PPC platforms like Google and social media platforms like **Facebook, Twitter and LinkedIn.**
- Responsible for improving the **ROI** of the campaigns by experimenting with bids, bidding strategies, ad copies, ad formats, landing pages to deliver user acquisition targets.
- Responsible for setting the Performance Marketing and Acquisition Strategy, including planning, budgeting, reporting, and execution across multiple Digital channels Like Blogs, social media and PPC.
- Collaborated with senior sales, and other business development executives to create best practices marketing initiatives and media positioning for demand generation.
- Implemented digital marketing strategies which resulted in **100% increase leads and quality traffic** to the website
- Hubspot, Pardot and Salesforce capability and leverage the team to use high.
- Growth hacking marketing strategies implemented.
- Setting up Email automation workflows
- SEO search intent and buyer intent keywords identify, indexing and lead generation.
- Connected with product development and top-level management for strategic approaches.
- Digital marketing collateral creation and publishing plans monthly.
- Launching product campaigns based on channel and target industries.
- Coordinate with inbound sales and product development teams for lead follow-up.

Drmohan's Diabetes Specialities Center: (10-12-2019 to 30-11-2020)

Digital Marketing Manager

- Planning and executing all digital marketing campaigns, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Designing, building and maintaining social media presence across all channels
- Measure and report performance of all digital marketing campaigns, and access against goals (ROI and KPIs).
- Implemented a **content-driven SEO strategy** which boosted site visits by **200% in 8 months** while increasing total sales by **65%**.
- **Create digital content strategy** and facilitate production of such content for executing effective social media campaigns including innovative videos, photography and other assets for effective storytelling to enhance the brand..
- Identifying trends and insights, and optimize spend and performance based on the insights
- **Planned and managed a budget of around 20 lakhs per month** in various channels including google ads, facebook ads, linkedin ads, native ads, programmatic ads, hotstar, snapchat ads etc.
- Planning and executing **viral marketing campaigns** across a range of social media platforms
- Plan, execute, and measure experiments and conversion tests
- Coordinate with internal teams to create landing pages and optimize user experience for each campaigns.
- Collaborate with agencies and other vendor partners
- coordinate with CRM team to analyze the inbound call that comes from SEO, search engine ads and social media ads.

Bet Medical Pvt Ltd (5-03-2018 to 30-11-2019)

Senior Marketing Executive

Marketing Activities:

Marketing task includes coordinate with vendors for various promotional activities, Website development for branding and promotion, Designing for conferences and various marketing events, Email Campaigns, Whatsapp Campaign, Sales tool maintenance, Advertise on newspapers, Maintaining marketing data and reports, Payment Processing, Maintaining competitor failure information, Conducting various medical conferences across India, Stall booking, Preparing user list for products, Maintaining demo request from doctors and coordinate it to commercial and service team for demos and conference, Maintaining catalogue availability in stores, Preparing marketing objectives, Preparing marketing budget for the financial year, Participate in the various CME program and workshop conducted by the hospitals, Sponsorship to events conducted by the various hospitals, Getting lead generation, CRM, sales report from sales coordinators, preparing marketing and sales reports,

ALICEBLUE COMMODITIES AND SECURITIES PVT LTD(5-01-2017 to 3-03-2018)

Position : Senior Marketing and Digital Marketing Associate

Key Role and Responsibilities :

- ◆ Coordinate with senior vice president to determine marketing objectives and preparing monthly and annual budgets.

- ◆ Planning marketing activities in conjunction with company's growth plan and working out strategies to execute the plan in corporate standards.
- ◆ Media Planning as per the budget.
- ◆ Coordinate with teams to manage leads like lead purchase, lead allocated to branches, contest update and prize distribution to winners of the contest for clients and branches.
- ◆ Coordinate with the team to prepare marketing reports to be presented at the meeting of top management.
- ◆ Overall responsibility of designing, running and promoting the company's website and intranet which includes SEO techniques, managing PPC programs, podcasts, getting webinars delivered for visitors.
- ◆ Coordinate with team and management to run various marketing campaigns – like text, display, video advertising, running Facebook campaigns like leads, engagement, traffic and other campaigns, getting newsletters, e-mail blasts sent to the customers.

DCT BUSINESS PVT LTD (2-01-2016 TO 30/12/2017)

Position :ECOM Operation and SEO Manager

VIVEOLI RETAIL PVT LTD (1-03-2012 TO 30-12-2015)

Position :ECOM Operation and SEO Manager

- ◆ EcomBussiness – Ecom Operation and SEO Manager, taking care of marketing, sales, Vendor Management, Logistics operation, magento software, store management, wordpress software, Zopim Online Chat, Customer Support & Content Writing.
- ◆ Task included handling a team of 4, timely deliveries, Sales, Retailer Procurement, Retaining Customers.
- ◆ Taking care of Website development, CMS(Content Management System) and Stock Inventory Software using magento software.
- ◆ Faacart.com is a pioneer in the section of selling fashion Apparels, Accessories and Home Made online and has an idea of bringing fashion for all in Chennai through fashion clothing's for Men's, Women's and Kid's.
- ◆ Shycart.com is a pioneer in the section of selling personal products online and it is also the only Ecom in the South India to cater to the section of personal products.

SEO ROLE

- ◆ Optimizing the websites to increase the traffic.
- ◆ Analyze our web site, competitor analysis and top keywords analysis.
- ◆ Keyword Researching.
- ◆ On- Page and Off- Page Optimization.
- ◆ Content optimization: - Search engine friendly content development.
- ◆ Dynamic optimization of web pages.
- ◆ Excellent Knowledge of PPC Campaign Management.

- ♦ Link Building :- One way link, Reciprocal links & Three way Linking.
- ♦ Search Engine / Directory Submission and Paid Inclusion.
- ♦ Configuring Google Webmaster Central Tool.
- ♦ Monitoring the Website Traffic with Google Analytics and AWStats Tools.
- ♦ Email Marketing, Viral Marketing, Affiliates Marketing.
- ♦ Social Book Marking, Article Submission, Blogs Posting, RSS Feed etc.
- ♦ Controlling Robots using robot.txt file, Meta tag and rel attribute.
- ♦ Creating Sitemap.xml for website.

SEO PROJECTS:

- ♦ <https://www.hexafair.com>
- ♦ <https://www.veespaces.com>
- ♦ <http://www.drmohans.com>
- ♦ <https://www.alignassociate.com/>
- ♦ <http://www.aliceblueonline.com>
- ♦ <https://www.aliceblueindia.com>
- ♦ <http://www.shycart.com>
- ♦ <http://www.wizms.net>
- ♦ <http://www.faacart.com>

PROFESSIONAL SUMMARY

- ♦ SEO: - Expert in all aspects of Natural/Organic Search Engine Optimization, Search Engine MARKETING (SEM). In depth knowledge of ethical/white-hat techniques accepted by major search engines Google, Yahoo and MSN.
- ♦ Keyword Research: - Researching the top keywords using tools such as Word Tracker, Keyword Discovery, Google Keyword Suggestion Tool, Google insights Search Tool, Good Keyword etc.
- ♦ Web Analytics: - Extensive knowledge of website Monitoring through server logs and Page tagging tools such as Google Analytics, AWStats etc.
- ♦ Sound Knowledge of Google Webmaster Central Tool.
- ♦ SMO/SMM :- Extensive background in Social Media/Networking and its use in Online Marketing. Digg, MySpace, Stumbleupon, Facebook, Delicious, Social Book Marking etc.
- ♦ Excellent Knowledge of PPC Campaign Management.

EDUCATIONAL PROFILE

Exams	Year of Passing	Name of Institution/University	% of Marks
B.TECH (IT)	2012	JeppiaarEngineeringCollege,Chennai	60
H.S.C	2008	Vellammal Matric H.S.School,Chennai.	71.5
SSLC	2006	Alagappa Matric H.S.School,Karaikudi.	72.5

AREA OF INTEREST

- ◆ Digital Marketing, Performance Marketing & Growth Hacking Techniques
- ◆ Sales and Marketing
- ◆ Marketing Strategy Plan

PERSONAL INFORMATION

Date of Birth : 25th June 1989
Gender : Male
Marital Status : Married
Nationality : Indian
Resident of : India
Father's Name : RENGARAJU VR
Languages Known : English, Tamil
Permanent Address : No: 3,first floor, Sanjay Gandhi Nagar, 1st street, Near virugai
Pandian Hotel, Virugambakkam, Chennai – 600092,Tamilnadu.

Declaration

I, hereby declare that the details above are true to the best of my knowledge.

Place:Chennai

(VEERAMOHAN R)