­­­­­CAREER OBJECTIVE



**SKILLS**

Paid acquisition (Facebook, Instagram, YouTube, PPC, Geotagged Ads, Display ads)

Keyword planner

A/B testing (Optimizely) Google Analytics,

Data Analysis, SEO (On page, Off page optimization) SMM, GMB Analysis, Google webmaster tool Google AdWords, Email Marketing, Audit of Website and social media ,proper knowledge of SEMRUSH tool and other tech tools.

**EDUCATION**

**M.B.A in Marketing from** **BPUT University- 2011**

**L.L.B from Utkal University – 2021**

**B.Sc. from Berhampur University - 2008**

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+ 919438088818

**Sarjapur Road, Bangalore**

**CHINMAYA SAHU**

***Digital Marketing Analyst***

## An innovative thinker with a successful track record of adopting effective marketing strategies, boosting organic traffic, and enhancing search results to increase brand visibility and profitability through integrated marketing communications.

## Digital Marketing Executive­­­­­­­­­

## Filmeekeeda.com

 June 2020 – January 2021

**CERTIFICATION**

The Fundamentals of Digital Marketing

Advanced Google Analytics

Google Tag Manager Fundamentals

Google Ads- Measurement Certification

Google Ads Display Certification

Google Ads Apps Certification

Shopping Ads Certification

Google Ads Video Certification

* Research the Keywords in coordination with client business objectives to optimize existing content and uncover new opportunities.
* Implement link building campaigns in coordination with client SEO goals.
* Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals.
* Indexing the site to search console and monitor the SEO technical and performance report.
* Social Media Marketing, Social Media optimization.
* Web page analysis (analyzing client individual web pages by using Dupli checker and copy scape for refreshing content.
* Experience in Optimizing landing pages and user funnels.
* Building BackLinks through Article Submissions, Blog Submissions, Social Bookmarking, Directory Submissions, Classified Submissions.

## Digital Marketing Anal­­­­­­­­­yst

## Digital Hangover

 February 2021 – Continue…

* Launched SEO campaign for high volume and long-tail keywords that generated 11,000 unique visitors and 260 customers monthly.
* Improved on-page SEO performance, resulting in page speed improvement of 70% and increase in monthly organic trafﬁc of 24%.
* Bolstered blog content with attention to SEO and keyword research, helping drive total site trafﬁc up by 72%.
* Keyword and Meta Tag Optimization, Competitor backlinks analysis (by using SEMRUSH tool), Website Speed Analysis, Google crawl errors, XML sitemap Creation, Robots Text Creation, Optimizing landing pages.
* Preparation of pre-SEO data business analysis and internet strategy report. Website audit report creation, Web page analysis (analyzing client individual web pages by using Dupli checker and copyscape for refreshing content.

**PROJECT WORK**

<https://www.ceat.com/>

<https://www.drbatras.com/>

https://www.ohohomeopathy.com/

<https://valen.com.au/>

[https://www.tring.co.in/ https://getquicktech.com.au/](https://www.tring.co.in/%20https://getquicktech.com.au/)

<https://www.mooiandu.com/> <https://thedesignera.in/> <https://www.jaroeducation.com/>

https://www.filmeekeeda.com/

* Preparing reports of keyword ranking, Google Analytics traffic and Link building Activities.
* Building backLinks through Article Submissions, Blog Submissions, Social Bookmarking, Directory Submissions, Classified Submissions, Guest Blogging. Creating Ads with effective title, description, landing pages and increasing quality score.
* Exceeded growth targets every quarter by 14% on average
* Managed a team of 8 full-time marketing associates.