

# MOHAN S

## DIGITAL MARKETER / ADS SPECIALIST

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### PROFILE

As a Digital marketer with an extensive experience in implementing strategies focused on Paid Campaigns in Social Media platforms and search engine optimization largely for small to large sized services-based websites. Implementing, tracking and reporting web advertising campaigns including PPC, Facebook, Twitter, LinkedIn Ads. Specialized in Marketing Research and SEO by conducting keyword research in coordination with client business objectives for organic search engine optimization.

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### SKILLS AND ACCOMPLISHMENTS IN DIGITAL MARKETING

#### SMO & SEM SKILLS

- Managing social media accounts Facebook, Instagram, Twitter and LinkedIn and execution of creative paid campaigns to drive engagement and optimizing Facebook ad campaigns to get best results.
- Monitor and evaluate social media results on a daily basis in coordination with client goals and benchmarks
- Daily Campaign bid management with detailed attention and ROI and budget.
- Content for PPC landing pages, websites, social media through Image Ads, Text Ads, Carousel Ads and Banner Ads

#### SEARCH ENGINE OPTIMIZATION SKILLS

##### ON-PAGE OPTIMIZATION:

Webmaster Tools Setup, Keyword Analysis, Google Analytics, Alt Tags, Website Analysis, Title Tag, Domain Optimization, Heading Tag, Content Optimization, Meta Tag, Competitor Website Analysis, Google Sitemap Creation, Robots.txt Creation.

##### OFF-PAGE OPTIMIZATION:

Search Engine Submission, Google/Yahoo place listing, Setting up networking Profiles (Facebook, Twitter, LinkedIn), Social Bookmarking, Press Releases, Comment Posting, Business Listing, Local Classified Posting, WordPress Blogs, Article Submission, Directory Submission

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## **WORK HISTORY (3+ YEARS)**

### **ROOTS GROUP OF COMPANIES**

#### **DIGITAL MARKETING ( OCT 2021 - PRESENT )**

- Targeting the Industrial products through search ads and display ads for the middle east countries
- Optimized product advertising on the company website also focusing on the Social media platforms, Google Ads and Google My business
- Conducted research to better understand market trends across diverse platforms and audiences
- Creating a website in WordPress for one of the group company
- Tracked and generated reports for conversion rates, and presented weekly to marketing team
- Developing the websites in Wordpress for the group of companies
- Development and Implementation of all paid search and Social Media activities

### **ARDHAS INFOCOM**

#### **DIGITAL MARKETING (JULY 2019 - OCT 2021)**

As a Digital Marketing Executive in handling clients for digital marketing strategies involving SEO, SMO, PPC, Link Building, etc,. Composing PPC Campaigns by obtaining the best performing keywords and writing the best relevant ad copies for text, image, interactive as well as video ads. Specialized in Competitor analysis and marketing research.

#### **WEBSITES:**

- <https://ilearn.gov.in> [e-learning]
- <https://www.biztechsoftsys.com> [ Software Products]
- <https://www.neoehs.com> [Health and Safety]

### **ROLES AND RESPONSIBILITIES**

- Digital Marketing for e-VidyaBharati & e-AarogyaBharati (e-VBAB) Network Project of Ministry of External Affairs (MEA), Government of India in partner **17 countries** in Africa for a period of 2 year in Paid Campaigns for LinkedIn, Twitter, Facebook, Google Ads Platforms.
- Optimizing on-page activities like Meta Tag Creation, Keyword Analysis, Google Analytics, Google Webmaster, etc,
- Tracking, Monitoring, Managing and Rating the performance of several clients owned ventures and their competitors over the social media platforms and website analysis
- Execution of Paid Campaigns such as display ads in Adwords and Social Media Platforms for the expected outcome

### **PROPLUS LOGICS - INTERNSHIP**

#### **SEO ANALYST (MAY2018 - MAY 2019)**

Specialized in SEO by conducting keyword research in coordination with client business objectives for organic search engine optimization. Integrate internet marketing and analytical skills for consolidating the organic web presence in the search engine of the organization. Monitoring Google Analytics and webmaster accounts and making suggestions as needed.

#### **WEBSITES:**

- <https://propluslogics.com/>
  - <https://ipsworkforce.com/>
  - <https://www.crystallakestay.com/>
  - <https://ecorganicstays.com/>
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## **ROLES AND RESPONSIBILITIES**

- Planning and devising on-page optimization strategies as per Website requirements
- Developed off-page organic search strategy through targeting high DAclassifieds, directories, social bookmarking websites.
- Evaluating search results and performances across the major search channels.

## **ACADAMIC QUALIFICATIONS**

- Masters of Computer Application (2017-2019)
- Bachelors of Computer Technology (2014-2017)

## **ACCOMPLISHMENTS**

- Google AdWords Certified
- Google Display Ads Certified
- Google My Business Certified
- MS Office, HTML, Photoshop Certifications at KG College of Arts and Science

## **SOFTWARE & TOOLS EXCELLENCY**

- Google AdWords
- Facebook Ads Manager
- Twitter Ads Manager
- Linkedin Ads
- Google Analytics
- Google Search Console

## **TO KNOW MORE:**

Just Google Yourself as “**Mohan Sivakumar SEO**”  
Portfolio: <https://mohanseo.github.io/>

## **DECLARATION**

I hereby declare that the details furnished above are true and correct to the best of my knowledge and belief.

**(MOHAN S)**

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