

Buveneswaran D

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Career Objective

Result-oriented digital marketing professional with 4.9 years of experience driving impactful campaigns to promote business brands, products, and services. Skilled in developing innovative strategies that maximize reach and ROI.

Professional Experience

BESTEN Engineers and Consultants India Pvt Ltd - Digital Marketing Specialist March 2020 – Present

- Successfully managed digital marketing efforts to enhance the company's online presence and brand visibility.
- Expertise in monitoring Google Analytics and utilizing insights for strategic campaign improvements.
- Developed and executed off-page SEO strategies, including backlinks and content sharing on platforms like Quora.
- Designed graphics and marketing materials using Canva.
- Maintained social media accounts and campaigns using Zoho Social, leading to a significant increase in engagement.

Digital Marketing Skills

- Basic Web Design
- Graphic Design (Canva)
- Google Analytics Monitoring
- Off-page SEO (Backlinking, Quora)
- Social Media Management (Zoho Social)
- Google Search Console

Educational Qualification

B.Sc. Physics Adhavan College of Arts and Science, Manapparai

Graduated: April 2019 | Percentage: 66%

Certifications

- Google Analytics Certification
- Basic Medical Coding Certification

Technical Proficiencies

- Canva, Zoho Social, Quora
- Microsoft Excel (Basic)
- Google Analytics and Search Console