

# M.R. Hariharan

I have 9 years of experience in developing, initiating, creating and overseeing a long-term digital marketing campaign as well as advertising and marketing solutions.

## GET IN CONTACT

Mobile: +91-9043240273

Email: haridm030391@gmail.com

## PERSONAL DETAILS

- Total Experience 9 Years 0 Month
- Current Location Bengaluru
- Date of Birth Mar 03, 1991
- Gender Male
- Marital Status Single / Unmarried

## SKILLS

- Advertising
- SEO
- SEM
- PPC
- SMO
- Digital Marketing
- Social Media Marketing
- SMM
- Pay Per Click
- AdWords
- Web Marketing
- Google Analytics
- Google AdWords
- Google Webmaster Tools
- Display Advertising
- Analyst
- HTML
- CSS
- Wordpress
- Content Management
- Content Marketing

## TECHNICAL SKILLS

- MS Office
- Photoshop
- Google AdWords
- Google Analytics
- Google Webmaster Tools

## PROFILE SUMMARY

I'll be responsible for developing, initiating, creating and overseeing a long-term digital marketing campaign as well as spearheading short-term advertising and marketing solutions.

## EDUCATION HISTORY

### Graduation

Course	B.Tech/B.E.Civil
College	RAJA COLLEGE OF ENGINEERING AND TECHNOLOGY, MADURAI
Year of Passing	2013
Grade	64%

### Class XII

Board	Tamil Nadu
Medium	English
Year of Passing	2008
Grade	65-69.9%

### Class X

Board	Tamil Nadu
Medium	English
Year of Passing	2006
Grade	85-89.9%

## WORK EXPERIENCE

Nov 2019 to Jun 2023

### Senior Digital Marketing Executive at Meenakshi Mission Hospital & Research Centre

As an SEO, my job is to promote the products as well as pushing them to the top of SERP. I am well versed with Google Analytics, Google Tag Manager, Google Keyword Planner and other SEO tools. I have full potential in both on-page as well as off-page optimisation. I have my hands in both Facebook ads & Google ads to generate paid leads. Here are the top daily routines, Working on social media marketing & SEO. Running both paid & Organic Campaigns. Identify trends and insights, and optimizes spend and performance.

Dec 2018 to Nov 2019

### Digital Marketing Executive at Trioangle Minds Technologies

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## LANGUAGES KNOWN

- English
- Tamil
- Hindi
- Kannada
- Malayalam

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## COURSES & CERTIFICATIONS

- Google Analytics Advanced
- Google Digital Unlocked
- Meta Ads & Social Media Marketing
- WordPress Website Building
- Google Adwords Certification
- Google Campaign Manager 360

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## SOCIAL LINKS

- <https://www.linkedin.com/in/hariharanr-digitalmarketing/>

Reviewing and analyzing sites for areas that can be improved and optimized. Preparing detailed strategy reports & identifying powerful keywords to drive the most valuable traffic. Running PPC campaigns and writing powerful calls-to-action to convert visitors. Filling websites and other content with effective keywords and writing effective SEO content for blogs, websites and social media accounts. Developing link building strategies and analyzing keywords and SEO techniques used by competitors.

May 2024 to Present

### Senior Consultant Ad Opertaion at Marketstar Private Limited.

Demonstrated expertise in managing paid social campaigns on platforms like LinkedIn, Meta, and Google (end to end campaign management).

Proficiency in Salesforce for campaign management and CRM integration.

Advanced skills in Excel for data analysis and reporting.

Strong analytical mindset with a focus on driving actionable insights.

Excellent communication and collaboration skills to work cross-functionally.

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