

NAVEEN KUMAR M

DIGITAL MARKETING EXECUTIVE

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PROFILE

Results-driven digital marketing professional with strong background in search engine optimization. Adept at on-page and off-page SEO techniques, keyword research, and content strategy. Known for collaborative approach, reliability, and adaptability in fast-paced environments. Skilled in using SEO tools, analytical thinking, and optimizing websites for improved search rankings and user experience.

EDUCATION

2018 - 2020
VELS UNIVERSITY

- M.Sc Animation

2015 - 2018
SRM UNIVERSITY

- B.Sc Computer Science

WORK EXPERIENCE

■ **2025 - Present (Feb - June)**

SEO Executive - Freelancer

- Performed technical SEO audits to identify and resolve website issues impacting search performance.
- Completed keyword research to target clients based on keyword targeting.

■ **2022 - 2025**

Centaur Digital Pvt Ltd, Chennai

Digital Marketing

- Planned and executed web, SEO, database marketing and social media advertising campaigns.
- Executed targeted social media marketing campaigns across Facebook and Instagram, increasing engagement by 30%.

■ **2020 - 2022**

Centaur Digital Pvt Ltd, Chennai

3D Animator

- Collaborated closely with the creative team to bring complex visual ideas to life, contributing to the timely delivery of 15+ animation projects within tight deadlines.

SKILLS

- SEO (On-Page & Off-Page), Keyword Research
- Social Media Marketing (Facebook, Instagram, LinkedIn)
- Google Ads, Meta Ads Manager
- Google Analytics
- Canva
- Wordpress

LANGUAGES

- English
- Tamil
- Kannada

TOOLS

- UbberrSuggest
- Moz
- Google Keyword planner
- Semrush
- Google Analytics

CERTIFICATIONS

Masters in Digital Marketing - Fita Academy

Google Analytics Certification - Google

Digital Marketing Certified - HubSpot

PROJECTS

SEO/SMM

■ Moonrakers

SEO Executive, Meta Ads

- Executed comprehensive SEO strategies for the restaurant's website, improving organic search visibility and increasing direct bookings by 25%.
- Developed and managed Meta Ads campaigns across Facebook and Instagram, increasing engagement and driving table reservations through strategic audience targeting.

■ Sri Murugan Beach Paradise

SEO Executive

- Worked closely with the marketing team to plan and implement SEO strategies that boosted the hotel's online presence and direct bookings.
- Conducted detailed keyword research to identify what travelers are searching for, helping us create content that attracts guests interested in Mahabalipuram's beaches and attractions.

■ Kumar South Tours

SEO Executive

- Managed end-to-end SEO strategies for the company website (kumarsouthtours.com), increasing organic traffic.
- Drove a 40% increase in organic traffic by restructuring internal linking strategies for the company website, creating 200+ new backlinks that improved search engine rankings.
- Developed and executed off-page SEO strategies, such as link-building and local directory listings, to enhance domain authority.

■ PingNow

Digital Marketer

- Led a comprehensive SEO audit, identified and fixed 20+ technical SEO issues like broken links, slow page speed, and improved mobile responsiveness, improving site health to 90%.
- Championed the integration of SEO keywords into marketing copy across 10+ landing pages, resulting in a 25% increase in click-through rates and improved brand consistency.
- Analyzed competitor keyword strategies, identifying 50+ high-impact keywords with low competition; implemented these keywords into website content and saw first page ranking improvements.