

Nagarjuna Ageer

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Objective

An accomplished digital marketing professional with 7 of experience seeking a challenging role in a dynamic organization where I can utilize my skills to drive growth and success.

Skills

- Comprehensive understanding of digital marketing principles and practices
 - Proficiency in SEO, SEM, PPC, and social media marketing
 - Experience with marketing automation and CRM platforms such as HubSpot and Salesforce
 - Excellent analytical and problem-solving skills
 - Strong communication and collaboration abilities
 - Creative thinker with a passion for innovation
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PRODUCT MARKETING EXECUTIVE | Keka HR | FEB 2016 – NOV 2016 ·

- Lead the Digital marketing activities for 'Keka HR', which is the SaaS product launched by Technovert.
- Implemented inbound marketing strategies from the ground up which worked successfully.
- Successfully implemented Search Engine Optimization and Google AdWords campaigns. · Managing web development team and Google Analytics.
- Involved in Implementing Local sales and marketing for main cities in India. Developing content for blogs, Press releases, and social media channels.
- Conducted A/B testing to optimize landing pages and increase conversion rates

ASSISTANT MANAGER – DIGITAL MARKETING | XYBION CORPORATION |

DEC 2016 – 18

- Developed and implemented digital marketing strategies to increase brand awareness and drive lead generation
- Conducted extensive keyword research and competitor analysis to improve SEO and SEM efforts
- Managed and optimized PPC campaigns to increase conversions and reduce cost-per-click
- Created and managed social media campaigns to engage with target audiences and increase followers
- Utilized marketing automation and CRM platforms to streamline lead generation and lead nurturing processes
- Analyzed and reported on campaign performance using Google Analytics and other reporting tools

FOUNDER & MANAGING DIRECTOR | ABSEAD MEDIA PRIVATE LIMITED | 2019 - 2021

- Founded Absead Media Private Limited in the year 2019, which is a digital marketing agency for SaaS and IT Businesses.
- Worked with several clients from countries all over the world and helped them with their digital marketing and advertising activities.
- Hired and managed a remote marketing team of content writers, graphic designers, and web developers from different parts of the world.
- Successfully delivered profits since the very first year of launching the company.

DIGITAL MARKETING Manager | WhoIsXML API | 2021 – 2023

- Worked as an independent digital marketing contractor for many American companies like WhoIsXML API, Paradise Media, and IPIFY.
- I've managed an advertising budget of over 20k USD per month across Google and Social media ads during this period.
- Delivered excellent results for WhoIsXML API and IPIFY by improving their organic traffic, converting leads to sales, and closing advertising deals through inbound and outbound marketing activities.

Certifications

- Google AdWords Certification – Certified by Google
- Google Analytics Certification – Certified by Google
- HubSpot Inbound Marketing Certification

Education

- Mechanical Engineering
- MVSR Engineering College