



Contact

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Location
Hulimavu, Bengaluru, KA



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Education

2018-2021
Bcom
V.E.T First Grade College

2016-2018
CEBA
V.E.T Manandi PU College

Course

Skill Diploma in Digital Marketing
-Learn Digital Academy

College Activity

NSS - Member in College

Languages

- English
- Kannada
- Telugu
- Hindi
- Tamil

Naveen Kumar M

Digital Marketer

Working professional in Digital Marketing field with 2Yr of experience along with a BCom graduate seeking a position in a organisation where I can get an opportunity to prove my technical and management ability and expose myself to continuous learning and development.

Work Experience



Blufig

Digital Marketing Executive

June 2022 - Present

- Developing, implementing, and managing the Client's social media strategies
- Client management and communication.
- Managing multiple social media accounts
- Worked on On page SEO for the website which includes setting up title tags, description, keywords, alt tags, H tags etc.
- Keyword Planning, Keyword Research & Keyword Reports for blogs, website content
- Analyzing competitor tracking & optimization strategy which includes website performance, back-links, SEO Recommendations using various SEO tools
- Recommending SEO Point website architecture & closely coordinated with tech team for development and content team for content purpose.
- Increased DA, PA, Backlinks, Referring Domains and Traffic to the website
- Followed Regularly Link building activities & disavow management - off page seo
- Experience in setting up and monitoring Google analytics, Google search console, Google my business, Google keyword planner, SEMRush, and other seo tools
- Content management activities on all platforms.
- Running successful advertising campaigns on channels like Facebook, Instagram, Google ads with tracking, report, analyzing PPC campaigns and website analytics
- Email marketing activities for generating b2b leads
- Generating reports monthly Digital Marketing Reports and Measuring traffic.
- KPIs, KRAs and monthly reviews, weekly reviews etc.



Webi7 Digital Media

Digital Marketing Intern

April 2022-June 2022

- Implementing On-Page Metrics for the client's websites
- Generating SEO Reports, Brand guidelines and Planning Social media plan and creatives
- Tools Familiar with SEMRush, Ubersuggest and Keyword Planner

Skills & Expertise

- On Page and Off Page SEO
- Scoring Quality Backlinks
- Keyword Research
- SEO
- MS Office - Excel, Word & PowerPoint
- Google Analytics
- Google Search Console
- Google Ads
- Social Media Marketing
- Google data studio
- Digital Marketing Reports
- Keyword planner
- SEMrush
- Uber suggest
- Email Marketing
- WordPress Website Design
- LinkedIn Ads
- Canva
- B2B & B2C Marketing
- Working with a team Multi-tasking
- Focused & Flexible