

SOUMYA HADIMANI

SEO/SEM Specialist, Social Media Manager,
Content Marketing Manager

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#54 Near CBSE School, Vidyagiri,
Bagalkot, Karnataka 587102



PROFESSIONAL SUMMARY

Highly motivated and detail-oriented digital marketing enthusiast, eager to Kickstart a career in the dynamic world of digital advertising. Possesses a strong foundation in digital marketing strategies, including SEO/SEM, social media management, content creation, and email marketing. Ready to contribute innovative ideas and data-driven solutions to drive impactful results.

EDUCATION

KLE Technological University, Hubli

Master of Business Administration (MBA) 2021-2023

Rani Channamma University, Belagavi

BVVs Basaveshwar Arts, Science & Commerce
College Bagalkot 2017-2020

TECHNICAL SKILLS

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Google Analytics & Google Search Console
- Google Ads & Pay-Per-Click (PPC)
- Social Media Management
- Content Marketing
- Email Marketing
- Conversion Rate Optimization (CRO)
- Web Analytics & Reporting

SOFT SKILLS

- Analytical Thinking
- Strategic Planning
- Creativity
- Communication Skills
- Adaptability

CERTIFICATE

- **Digital Marketing Course** (6 months) – ExcelR
- Workshop on **Digital Marketing** – School of Management Studies and Research, KLE Technological University, Hubballi
- Workshop on AI and Data Analysis using **Power BI** (3 days)
- Workshop on **Data Analytics for Business Managers** – SkyScend Pay Canada Inc

PROFESSIONAL EXPERIENCE

Business Banking Working Capital-RM

HDFC Bank | 2023- Present

- Managed client relationships, delivering customized financial solutions that increased portfolio profitability by 40%.
- Conducted detailed financial analysis to optimize cash flow and working capital, leading to enhanced client satisfaction.

Social Media Analyst Intern

IG Intelligence Technologies. | 3 Months 2023

- Managed calendars, scheduled appointments, and arranged meetings and conferences
- Prepared and distributed reports, presentations, and other materials
- Handled confidential documents and maintained their proper organization
- Contributed to strategic campaigns, resulting in a 25% increase in brand visibility within three months.

Social Media Analyst Intern

Deccan Herald, Hubballi | 2 Months 2023

- Achieved a 20% increase in user engagement through enhanced audience segmentation and personalized content strategies.
- Boosted organic reach by 25% through SEO optimization of social media posts.
- Improved click-through rates by 15% with effective A/B testing of headlines and visuals.
- Drove a 30% growth in social media followers by managing a strategic content calendar and influencer collaborations.
- Increased community interaction by 20% through active engagement with the audience on social media.

TOOLS

- **SEO & Analytics:** Ubersuggest, SEMrush, Screaming Frog, Google Search Console, Google Analytics, GTMetrix.
- **Campaign & Social Media Management:** Google Ads, Canva, LinkedIn.
- **Web & Technical:** WordPress, Broken Link Checker

DECLARATION

I affirm the accuracy of the information provided

ONLINE PRESENCE

Linked In

<http://linkedin.com/in/soumyahadimani>

RESEARCH AND PROJECTS

Research Paper: Analysis of Customer Attitude Towards Sustainable Products on E-Commerce Platforms (Flipkart & Myntra)

- Identified a 30% opportunity to enhance marketing strategies for eco-friendly products on Flipkart and Myntra.
- Uncovered that 45% of customer reviews expressed positive sentiment towards sustainable products.
- Predicted a potential 20% increase in conversion rates for sustainable products through optimized marketing.
- Found that sustainable product listings received 15% higher engagement rates compared to non-sustainable products.

CERTIFICATES

- Digital Marketing Course (6 months) – ExcelR
- Workshop on Digital Marketing – School of Management Studies and Research, KLE Technological University, Hubballi
- Workshop on AI and Data Analysis using Power BI (3 days)
- Six Sigma Principles: Lean Six Sigma, Process Improvement, Six Sigma and Lean Methods
- Workshop on Data Analytics for Business Managers – SkyScend Pay Canada Inc
- Workshop on SPSS and Jamovi Data Analysis – KLE Technological University, Hubballi