



Edward Issac Rodrigues

Digital Marketer



No: 4244 D3 7TH Cross Street KKR Town,
Madhavaram Chennai- 600118. Tamilnadu

8122404596



edwardrodrigues26@gmail.com

About Me

Currently working as a Business Development Manager with 6years of experience. Passionate Digital Marketer in Traditional and Digital Marketing. Excellent at combining advertising with promotional deals to enhance buyer incentives. Committed to working with marketing and sales departments to create enticing promotions.

Skills

Marketing

Design Skills

Keyword research

Google Ads & Bing

On-Page Optimization

Off-Page Optimization

Knowledge on Word,Excel,PPT

SEO and Google Analytics

Video Editing -Lightworks

Good Communication skills

Education

**St. Bede's Anglo Indian Higher
Secondary School**

St. Joseph Technical Institute

(Machinist and Welder) -2 YEARS

**Simpsons GESET SIR C.V. RAMAN
INDUSTRIAL SCHOOL**

(Bench Fitter) - 1 YEARS

Digital Academy 360

(Digital Marketing) - 3.5 Months

Experience

2012 – 2013

**Assembly Operator, Simpson and Company
Limited Chennai, Tamil Nadu**

Assembled tractor engines components by examining connections for correct fit and fastening parts and subassemblies.

Planned and paced work efficiently in order to meet daily, weekly, project or production goals.

2014 – 2015

Machine Operator – Wheel and Precision forging PVT Ltd

Set up and operated various machine tools and jigs to produce precision parts, maintaining awareness of approximate job completion time.

Used CNC and manual equipment to perform rough and finishing machining, working with tin, sheet iron and sheet copper.

2015 – Current

**Business Development Manager, ACP Billing Services PVT Ltd
Chennai, Tamil Nadu**

Setting up new marketing strategies.

Generating sales leads.

Making sales calls and handling enquiries from potential customers.

Conducted cold- calls to prospect external lead sources and advance sales process.

Areas of Interest

- Communication Management
- Athletic Events
- Music
- Entertainment
- Photography

Certificates & Achievements:-

- Bing Ads
- Google Search Ads
- Google Display Ads
- Google Video Ads
- Google Shopping Ads
- Google Analytics
- Google Fundamental
- HubSpot Academy
- Email Marketing
- Content Marketing
- SEO Fundamentals
- SEMrush SEO

Additional Course:

3.5 month training in Digital Marketing from Digital Academy 360

Technical Skills:

- Search Engine Optimization (SEO)

- Website Research (Responsive Check, URL Structure, Content Optimization, Heading Tag Check, Canonical Tag, 301 Redirection)
- Keyword Research Using Google Keyword Planner Tool
- On-Page Optimization (Title, Description & H1 Tag Creation, Content Optimization and interlinking, alt tag optimization, xml sitemap creation, robot.txt creation)
- Google Analytics Setup, analyze, monitor and reporting
- Google Webmaster (Search Console) Setup analyze, monitor and reporting, xml sitemap integration
- Off-Page Optimization (PR Submission, Article submission, Blog Posting, Classified Submission, etc)

- Search Engine Marketing (SEM)

- Google Ad Words Account Setup
- Search Network (Campaign, Ad Group and Ad creation, Negative Keywords, all ads Extension, Conversion Setup, ROI Calculate)
- Display Network (Account Set up, Campaign, Ad Group and Ad creation, Conversion Setup, ROI Calculate)

- Social Media Optimization (SMO)

- Facebook (Profile creation, Page creation, Group creation, organic and paid Activities)
- Twitter
- LinkedIn
- Instagram

- Email Marketing

- Tools setup
- Create Template, Edit Page and include their content
- Generate Email database and Import audience in tools

- Online Reputation Management (ORM)

- Create reviews
- Manage feedback
- Improve negative feedback

Project:

Project Name - Nature Rush Store
Website URL - www.naturerushstore.in

Project Name - WCMS
Website URL - www.wcms.in