

Sarathy Sadagopan

Unconventional Digital Marketer

18+ Years of experience in Digital Marketing.
Handled SEO, PPC, CRO, Landing page
optimization for variety of clients and niches.



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WORK EXPERIENCE

Digital Marketing Consultant
Lancor Holdings Ltd

E-Com Head
Magickwoods

SEM Manager
BharatMatrimony

SEO
Dzine Garage

ACHIEVEMENTS

Brief list of my Achievements

Search Engine Optimization

Have handled SEO for more than 300 Plus sites including US based websites. Completely handled SEO as a single person for Bharatmatrimony.com group of sites (from 2004 to 2009), Magickwoods.com, Lancor.in group. Niches include Matrimony, E-com, Real estate, Automobile, Healthcare, Jobs.

Strategy

Was involved in various strategic decisions in all my previous employments. My Strategies include suggesting the idea to start a Matrimony site for every community in India and also involved in acquiring all the matrimony domains (350+) for every community in India which is currently running under communitymatrimony.com

Branding Strategy

Also Involved in Brand naming strategy for most of my clients and ex-employers. Examples include the suggestion and Acquisition of Matrimony.com for my previous employer.

Google Ads Professional

Have handled more than 5 million dollars of budget on Google Ads

Landing Page Optimization

Was able to dynamically generate landing pages without human intervention. The system was able to handle millions of traffic and was able to do A/B testing without any human intervention.

Affiliate Marketing

Was able to launch a unique affiliate program for one of my ex-company. The system gave affiliates the freedom to use any URL from the website and just add their affiliate code to the end of the URL. With this the system was able to track the signups and payments. It was the most robust and dynamic system at that time

SKILLS

Search Engine Optimization (SEO)

Pay per Click (PPC)

Search Engine Marketing (SEM)

Google Ads

Facebook Ads

Affiliate Marketing

Conversion Rate Optimization (CRO)

Landing Page Optimization

Wordpress Development

EDUCATION

B.Com

Ramakrishna Mission Vivekananda College

03/1996 - 04/1999

CLIENTS

Mahindra Manu Life

SEO

Battrx.com (E-Com)

Wordpress E-com development, SEO

National Roofing Supply Canada (Manufacturing)

Wordpress website development, SEO

Springflorist Canada

Wordpress website development, SEO

Arcpoint Labs of Sugarland

SEO for their chiropractic division

Mantra Media

Handled PPC for variety of their Clients (Education, Housing, Banking)

LANGUAGES

English

Full Professional Proficiency

Tamil

Full Professional Proficiency

INTERESTS

Chess

Gaming