
Profile Summary

Results-focused digital marketing professional with 3.9 Years Industrial Experience with an infectious Enthusiasm for SEO, Digital Marketing, Web Technology, Social Media and Branding; able to explain Information clearly, recognize excellence in individuals, and inspire the team to achieve their potential while working towards common goals.

- ✓ A data driven approach with rich interactive SEO and digital marketing experience and creative problem-solving skills to deliver intelligent digital strategies that consistently produce tangible, bottom-line results for clients.
- ✓ Passionate about self-learning and analyzing things in a result oriented manner.

Professional Skills

Digital Marketing Strategy	Competitor Analysis	Team Management
Keyword Research	Web Design Strategist	Brand Building
Web Analytics, Webmasters	Budgeting & Planning	Web, CMS – WordPress Design
SEO Strategy	Social Media Marketing	Lead Generation
SEO Audit	Adobe Suites – Beginner Level	Emerging Technologies

Professional Certifications

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| ▪ Inbound Marketing Certified, HUBSPOT ACADEMY | 1st February 2018 – 1st April 2020 |
| ▪ Advanced Google Analytics Certification, GOOGLE | 1st February 2018 – 2019 |
| ▪ SEO Certification, E-Marketing Institute | 2nd February 2018 |
| ▪ SMM Certification, E-Marketing Institute | 2nd February 2018 |

Professional Experience

WITSOW BRANDING PRIVATE LTD

December 2014 to May 2018

Director – Digital Marketing

I took on the role of Digital Director for WITSOW Branding Private Ltd with the objective to modify the entire digital activity and grow the digital business to a level worthy of the name of WITSOW. This assignment brings me back into the world of Marketing where I can blend my SEO skills together with my digital marketing experience in order to grow the brand value of the company. Launched the company's SEO strategies and provided guidance and support to the team.

- Defines, prioritizes, and manages execution of key SEO tactical initiatives, including keyword analysis, on-page optimizations (both technical & performance aspect), content development, site auditing, link-building, local listings and competitive analyses.
- Enhancing brand awareness within the digital space as well as driving website traffic and acquiring leads/customers.
- Skilled in the right social media strategies that hit within the targeted audience
- Influence targeted people through digital marketing and drive results through collaboration and Brainstorm new and creative growth strategies

- Identifies and evaluates new digital technologies and uses Web analytics tools to measure site traffic to better optimize marketing campaigns, SEO/SEM, email marketing, social media.
 - Influence targeted people through digital marketing and drive results through collaboration.
 - Measure and report performance of all SEO and digital marketing campaigns, and assess against goals (ROI and KPIs)
 - Identify trends and insights, and optimize spend and performance based on the insights
 - Collaborate with internal teams to create landing pages and optimize user experience
 - Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
 - Evaluating competitor's SEO & Digital Marketing strategies and creating plans to overtake them
 - Using social media channels like Facebook, Twitter, YouTube and LinkedIn to create content, community conversations.
 - Look at all SEO elements of the pages and get them changed/corrected by either self-evaluation or co-coordinating with content/dev team
 - Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
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Education

Bachelor of Computer Application, Mahatma Gandhi University
Master of Business Administration, Mahatma Gandhi University

Kerala, India, 2013
Kerala, India, 2015

Technical Summary

- Proficient with PC, Mac and Microsoft Office (Word, Excel, Outlook, PowerPoint)
- Experienced in Adobe Creative Suite (Photoshop, Illustrator)
- Deep knowledge of social media includes Facebook, Twitter, LinkedIn, Quora and Instagram
- Working knowledge of HTML, CSS and WordPress Technology, Search Engines & Web Design

Interests: Listening Music, blogs, social media, reading, travelling, photography