Praveen V

Sr. Digital Marketing Specialist & Product Management

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Chennai, India
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Product Marketing Professional with a strong concentration in digital marketing and 4+ years of experience. Proven ability to lead teams and implement measurable change to improve efficiency and achieve customer satisfaction.

WORK EXPERIENCE

Sr. Digital Marketing Specialist & Product Marketing
impacteers.club

01/2022 - Present   *Chennai*
tisteps private limited

Achievements/Tasks
- Google Analytics . Google Tag Manager . MS Clarity . Integration in Events and Triggers . Market Research · Email Marketing · Go-to-Market Strategy · Multi-Channel Marketing · Marketing Strategy · Web Analytics · Jira · Agile & Waterfall Methodologies · Adobe Analytics · Analytical Skills · Product Marketing · Digital Strategy · Teamwork · Strategic Planning · Customer Experience · User Journeys · Paid Search Strategy · Brand Awareness · Search Engine Optimization (SEO) · Figma (Software)

Digital Marketing Associate
Medibox Digital Solutions Private limited

03/2020 - 12/2021   *Bangalore, India*

Achievements/Tasks
- Amazon Seller Central · Marketing Strategy · Web Analytics · Demand Generation · Competitive Analysis · Business Development · Business Strategy · Paid Search Strategy · Website Building · Content Strategy · Brand Awareness · Search Engine Optimization (SEO) · Keyword Research . Google Analytics . Google Tag Manager . MS Clarity . Integration in Events and Triggers

SEO Analyst & WordPress Developer
Leveetech Ecommerce Private Limited

05/2019 - 02/2020   *Chennai, India*

Achievements/Tasks
- Google Analytics . Adobe Analytics . Tag Manager . Web Analytics · Cascading Style Sheets (CSS) · WordPress · Competitive Analysis · Digital Marketing · Search Engine Optimization (SEO) · Social Media Marketing · Social Media Optimization (SMO) · Adobe Photoshop

EDUCATION

Master of Computer Application
University of Madras

06/2019 - 05/2021   *Chennai, India*

Courses
- MCA

Bachelors of Computer Application
University of Madras

06/2016 - 04/2019   *Chennai, India*

Courses
- BCA

High School
Singaram Pillai Boys Hr Sec School

06/2015 - 04/2016   *Chennai, India*

Courses
- 12th

SKILLS

Market Research · Demand Generation · Go To Market · Email Marketing · SEO · SEM · Google Analytics · Google Data Studio · Analytics Implementation · Google Tag Manager · SMO · SME · Paid Campaign · Web Development · Marketing Strategy · Web Analytics · Adobe Photoshop · Figma · Jira · Agile · Amazon Seller Central · WordPress · PHP · Product Roadmap · Content Strategy · Team Management · Product Management · Product marketing · HTML · Javascript · PHP · Marketing Tools

PROJECTS

Taiyo Group (05/2020 - 10/2020)
- Develop the website and marketing strategy

Ubersaga (07/2022 - 11/2022)
- Implement the website and SEO friendly website and SMO activities

SaaS Industry (04/2022 - 12/2022)
- Website & SEO improvisation, social media optimization and Google Adsense

ACHIEVEMENTS

Fundamentals of Digital Marketing (02/2020 - 06/2020)

Certified in Search Engine Optimization (07/2019 - 12/2019)

Certified in Google Analytics (02/2020 - 05/2020)

Certified in Google Tag Manager (05/2020 - 06/2020)

Certified in Product Management (05/2022 - Present)

The Complete Digital Marketing Course (04/2022 - 11/2022)