



MARGARET T

DIGITAL MARKETING MANAGER

CONTACT

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EDUCATION

PG in Strategic Digital Marketing (Pursuing)

GREAT LAKES

2024

M.E - Embedded Systems

SATHYABAMA UNIVERSITY

8.86 (CGPA), I class with distinction

2012-2014

B.E - Electronics & Communication Engineering

P.R. ENGINEERING COLLEGE

77%, I class with distinction

2007-2011

ABOUT ME

Dynamic B2B Digital Marketing strategist dedicated to fueling growth through innovative initiatives. Passionate about optimizing digital channels and elevating client experiences to deliver measurable results and drive success.

EXPERIENCE

Digital Marketing Manager

DealsInsight Sales Consulting Pvt Ltd

July 2022 - Till now

- Develop and execute strategic content and advertising campaigns.
- Handle B2B client relationships, understanding their needs and delivering tailored solutions.
- Proficient in on-page, off-page, and technical SEO techniques.
- Conduct website audits and implement SEO enhancements.
- Plan & execute email marketing campaigns with segmentation.
- Manage social media content calendar, ensuring consistent engagement and brand presence.
- Utilize WordPress CMS to optimize and update blog content for improved SEO.

SMM Strategist

Rankraze Technologies Pvt Ltd

Dec 2021 - Jul 2022

- Conducted competitor analysis and comprehensive keyword research to inform digital marketing strategies.
- Optimized content for search engines, including creating meta tags, titles, and descriptions to enhance online visibility.
- Developed and oversaw digital marketing strategies for various clients, ensuring alignment with their objectives and goals.
- Coordinated with internal teams to deliver tailored solutions, meeting clients' needs and identifying opportunities for account growth.

■ TECHNICAL SKILLS

- SEO, PPC, and Analytics
- Traffic Acquisition
- Social Media Marketing
- Content Creation
- Email Marketing
- Data Analysis
- Marketing Strategy
- Brand Management
- Customer Journey Mapping
- Project Management

■ TOOLS KNOWN

- SEMrush
- Google Search Console
- GA4 Analytics
- Ubersuggest
- Google Keyword Planner
- Google Tag Manager
- Yoast SEO
- Canva
- Hootsuite
- Buffer
- Mailchimp
- Brevo
- Moz Link Explorer

SEO Analyst

D's Business

Nov 2019 - Nov 2021

- Implemented high-quality on-page and off-page SEO techniques to improve website visibility and rankings.
- Conducted thorough keyword research and analysis to optimize content for search engines.
- Executed link building strategies, including link exchange initiatives, to enhance domain authority and increase backlink profile.
- Submitted websites to relevant directories to improve online presence and drive organic traffic.
- Managed article submission campaigns to reputable platforms, increasing brand visibility and generating inbound traffic.

■ PORTFOLIO

🌐 www.thefusionfocus.com

■ LANGUAGE

English



Tamil



Hindi



■ REFERENCE

Mr. Purushothaman

VP | DealsInsight Sales Consulting Pvt Ltd

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