**SHARANYA RAMANI**

**Email:** sharanya.82@gmail.com

**Phone**: +91-98841 97782

**PROFILE SUMMARY**

* An enthusiastic & high energy driven professional with 10 years of experience; targeting assignments in Quality Management, Operations, Team Management.
* An Operations Professional with expertise in Digital marketing with experience executing data-driven solutions to increase efficiency, accuracy to complex business problems.
* Experience in running Campaigns, managing Social media pages (Facebook, Twitter).
* Proactively designing and executing campaigns.
* Devised a website www.snapworld.co.in
* **Digital Marketing Campaign Execution, Data Analysis and Reporting, Market Analysis, Market Strategy, Business Analysis.**
* Designed and **executed digital marketing campaigns** across platforms such as social media, email, SEO, SEM, and display advertising. Collaboratede with cross-functional teams to create engaging content, ensuring alignment with brand guidelines and marketing objectives. **Monitored campaign performance** using various analytics tools and platforms to assess effectiveness and optimize strategies for improved results. Implemented SEO strategies to enhance website visibility and drive organic traffic growth. Optimized website content, landing pages, and user funnels to improve conversion rates. Developed and manage social media strategies to foster engagement, grow followership, and promote brand awareness. **Created compelling and shareable content** tailored to different social media platforms. Planned and executed email marketing campaigns, including segmentation, content creation, and performance analysis to optimize campaign effectiveness.
* Delivered value by driving cross discipline **collaboration among multicultural teams under aggressive timelines. Specialized in stakeholder management, designing market entry strategies, risk management and feasibility studies**.
* Hands-on experience in **Operations Management, Client Relationship Management.**
* Exhibited leadership across business functions with expertise in **driving improvement methodologies, developing methods & upgrading processes to improve overall productivity, efficiency, quality & customer experience**

**CORE COMPETENCIES**

**SEO, SEM, PPC, Campaigns**

**TOOLS**

# Adwords, Wordpress, SEMRUSH, Google Keyword Planner and Google Trends

**ORGANISATIONAL EXPERIENCE**

**Since Feb’18** with **Inscribe Graphics LLC, Chennai as Senior Medical Records Analyst**

**Key Result Areas:**

* Managed new product development activities ranging from marketing research to promotion of the products
* Ensuring the successful delivery of reports, and providing advisory services around the report frameworks, governance, and quality  **EXPERIENCE**

**Oct’06- Mar’10 with Reliance Life Insurance, Chennai as Claims Executive**

**Highlights:**

* Developed and sustained relationships with key decision makers & resolved critical problems
* Appreciated by the clients for speedy settlement and dispatch of cheques in collaboration with multiple teams, including Finance and IT departments
* Managed claims of high sum assured, ranging from death to critical illness
* Enabled improvement in customer experience by working for branches at pan India level for quick retrieval of documents, and for hassle free claim settlements
* Recognized as an achiever in resolving and managing maximum claims in the team and ranked among top performers in the company

**Jul’06- Oct’06 with TTK Healthcare TPA, Chennai as Claims Executive**

**Highlights:**

* Processed high value claims, managed insurance audits and rejection cases/ file closure/ network rejection
* Organized training sessions for new hires, thereby, improving their productivity and speed at which claims were processed
* Enabled customer satisfaction through coordination with Insurance companies for speedy claim settlement

**Dec’05- Jul’06 with Textan Chemicals (currently known as Tex Biosciences), Chennai as Clinical Research Associate**

**Highlights:**

* Planned and executed all activities related to Research & Development
* Assisted the team in conducting enzyme assay analysis

**ACADEMIC DETAILS**

* Post Graduate Program in **Strategic Digital Marketing from Great Lakes Institute.**
* Post Graduate Diploma in Human Resource Management in 2017
* **M.Sc. (Microbiology)** from SRM College of Arts and Science, Madras University, Chennai in 2005; topped the College in 1st Semester
* **B.Sc. (Microbiology)** from Ethiraj College of Arts and Science, Madras University, Chennai in 2003; ranked 4th in college and secured the first class in undergraduate degree

**Projects**

#### Create an Email Marketing campaign using Mailchimp or other tools

#### SEO Strategy for a Primary Digital Property

#### Facebook Ad Campaigns for Personal Digital Property

#### Adword Campaign set up

#### Develop a content marketing plan based on the 3H approach to the planned Primary Digital Property