



Madhukumar Rajappan

(Digital Marketing | E- Commerce | Web Analytics | CRM)

A committed Project Manager (Agile) who specializes in E-Commerce & Digital Marketing Industry with extensive experience in Web UI, B2B and B2C Marketing, Google Analytics, delivering regulatory, strategic and implementation projects. Having proven track record in delivering complex, multi-disciplined, and highly visible projects to senior stakeholders. Having first class executive leadership, negotiating and communicating skills and capable of providing authoritative guidance and had extensive experience in managing large size AGILE projects.

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Core Competencies



Profile Summary

- Results-driven professional, with 12+ years of experience with Bachelor degree in Computer Science Engineering and proven track record in increasing productivity, quality and client satisfaction.
- Involving in development and UI/UX implementation
- Planning and Developing Digital Marketing Strategy with Budget and Investment planning. Experienced in B2B and B2C Marketing.
- Experienced in developing and implementing CRM strategy for Training Centre, Industrial Manufacturer, Health Care industries, Ecommerce, Lead Management and Product Delivery & Tracking.
- Knowledge in the Business-like Photographic Equipment's, VOIP Call, Ecommerce, Mobile & Smartphone, Fashion, Health Care Supplements, Hospitals, Real Estate, Manufacturing Industries, Promotional Products, Entertainment, Educations and Training Center.
- Google Ad Words, Bing Ad Center campaigns & also Executing e-mail marketing and SMS campaigns
- Responsible for META optimization, content optimization, W3C Validation, Google Analytics, Google Webmaster Tool.
- I believe in delivering positive results using organic, ethical worldwide webmaster accepted SEO and ASO techniques following Search Engine's Guidelines.
- Basic Knowledge in Amazon Web Services (AWS).
- Creative thinker and analytical problem-solver, with demonstrated ability to manage projects from planning through execution/ completion in the fast-paced, time-sensitive environments.
- Exceptional interpersonal communicator who effectively interacts with clients and all levels of management.
- Guiding team development efforts towards successful project delivery.
- Providing technical guidance to teammates through coaching and mentorship.
- Identifying and encouraging the areas for growth and improvement within the team.
- Prepare reports, manuals and other documentation on the status.



Soft Skills



Academic Details

- **MAVMM Ayira Vaisyar College of Arts and Science** 1999- 2002
Madurai Kamaraj University
B. Sc- Bachelor of Science
Concentration: Computer Science Engineering
- **T.M.H.N.U Matric Higher Sec. School, Theni** 1999
HSC – Higher Secondary School Certificate



Technical Skills

- ✚ **Web Tools:** HTML & Dreamweaver
- ✚ **Image & Design Tools:** Adobe Photoshop & Canva
- ✚ **Web Technologies:** Basic Knowledge in XML, CSS and Java Scripts
- ✚ **Language:** Basic Knowledge in ASP, PHP, DOT NET
- ✚ **Digital Marketing Tools:** Google Analytics, Google Tag Manager, Google Search Console, Google Merchant Center, Google My Business, Google Trends, Structure Data Testing Tool, Page Speed Insight, Bing Webmaster Tool, Ad words editor, Display planner, Alexa, Screaming Frog, Ahrefs, SEMrush, Woorank, GT Metrics.



WORK EXPERIENCE

Kambaa Incorporation, Coimbatore

Kambaa Incorporation is one of the leading Android Mobile Application development, Android Mobile E-Commerce, Multi-platform apps development, Search engine optimization (SEO), E-Commerce development company in Coimbatore.

Job Role: Digital Marketing Manager

Oct 2017 – Mar 2020

(Involved in SEM, SMO, SEO and Coordinating with the development team)

Shrihaas Consultancy Services, Coimbatore

Shrihaas Consultancy is a sister company of Kambaa Incorporation. The company provides wide range of solutions in digital marketing to clients from different industries.

Job Role: Digital Marketing Lead Consultant

Mar 2017 – Sep 2017

(Involved in Team Management like SEM, SMO, SEO, Marketplace, Client interaction and Coordinated with the development team).

Sangeetha Mobiles Private Limited, Bangalore

Sangeetha Mobiles Pvt. Ltd. is South India's leading multi-brand retail chain dealing in international and Indian brands of mobile handsets and mobiles accessories.

Job Role: Head-Digital Marketing

Sep 2015 – Mar 2017

(Involved in Team Management like SEO, SEM, SMO, CRM, Marketplace, and Coordinated with the development team, Store Manager and Brand Manager)

Job Role: Internet Marketing Specialist

May 2014 – Apr 2015

(Involved in SEO, Site & Price Management and Competitive Analyses)

Digicliff Software Solution Private Limited, Bangalore

Digicliff Solutions is a digital marketing solutions provider with a vision to be a leading player in taking digital marketing to the next dimension through an innovative blend of solutions, services and technology.

Job Role: Senior Manager- Search Marketing

Apr 2015 – Aug 2015

(Involved in Search Marketing activities, Ecommerce site implementation)

Carolina Technologies Solutions Private Limited, Coimbatore

Carolina Technologies is well known in application maintenance and development outsourcing in the e-commerce, real estate, retail and distribution, manufacturing, telecommunications and high-tech industries.

Job Role: External Consultant

May 2013 – Apr 2014

(Involved in UK Domain's Digital Marketing and CMS)

Job Role: Manager- SEO & E-Marketing

Apr 2011 – Apr 2013

(Involved in Team Management, SEO, PPC & Web Analytics, Marketplaces, CRM, Inventory and Customer Care Team management for US, UK, AU and FR Domains)

Job Role: Manager- SEO

Apr 2009 – Mar 2011

(Involved in SEO, PPC & Web Analytics for US, UK and AU domains)

Job Role: Senior Search Engine Optimizer

Jun 2007 – Mar 2009

(Involved in on Page and Off Page Optimization for US and UK domains)



Roles & Responsibilities:

- ✦ Planning and Developing Digital Marketing Strategy with Budget and Investment planning.
- ✦ Managing and editing content in a web-based environment
- ✦ Delivering multichannel campaigns across e-mail, web, mobile and social media. Identifying key areas for improvement.
- ✦ Managing Google Ad Words, Bing Ad Center campaigns & also Executing e-mail marketing and SMS campaigns
- ✦ Managing canonical redirection, analyze web pages for HTML errors, web site usability, XML sitemap, robots.txt
- ✦ Keyword research and select ideal keyword for targets and ranking the business keywords in top Search Engine's
- ✦ Promoting brand on Social Media sites like Facebook, Twitter, Instagram and LinkedIn etc.
- ✦ Marketing products in marketplace like Amazon, Flipkart, Shopclues, EBay, rediff, tradus, etc.
- ✦ Involving in development and UI/UX implementation and Providing support to other production team members
- ✦ Identifying clarifying and addressing ongoing CRM user needs
- ✦ Responsible for META optimization, content optimization, W3C Validation, Google Analytics, Google Webmaster Tool
- ✦ Reputation Management, Site & Competitor Analysis
- ✦ Identifying, clarifying and addressing ongoing CRM user needs
- ✦ Prepared and updated report templates as per client requirements.
- ✦ Suggested improvements for tracking, reporting and analysis of performance.
- ✦ Executed SEO and ASO from scratch.
- ✦ Managing SEO, ASO and Sale Campaigns Projects, and leading the team of professionals.
- ✦ Lead SEO efforts including execution of day to day best practices, audits and growth strategy
- ✦ Keyword Analysis from SEM Rush and Google Adwords Keyword Tool with Intent and complete Site.



Skills

✦ Marketing Automation / Customer Relationship Management (CRM):

- Implementing best practices in order to drive the continuous improvement, based on business and internal client needs.
 - Support the domestic Markets in developing the digital strategy & implementation.
 - Providing input on securing and coordinating the necessary internal and external resources to execute the CRM projects Reviewing, optimizing and updating transactional emails in CRM.
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✦ Digital Marketing experience:

- E-Commerce Sale's, Digital Marketing, Search Engine Optimization (SEO), Local Marketing, Search Engine Marketing (SEM), Social Media Marketing.
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✦ Paid Marketing:

- Google Ads, Google Merchant Center Bing AdCenter, Facebook Ads, LinkedIn Ads, Twitter Ads, Email Marketing, SMS/WhatsApp Marketing.
 - Responsible for developing, executing, and optimizing cutting-edge digital campaigns from conception to launch.
 - Media Planning and ROI oriented campaigns.
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✦ Search Engine Optimization(SEO):

- **Site Analysis:** Analyse the website completely by using SEO tools, motivated to research and apply SEO techniques
 - **Competitors Analysis:** Analyse all competitor website's site qualities, SEO technics and backlinks and applying the possibilities in our website.
 - **Keyword Research:** Researching the best keywords using tool as keyword planner, work tracker, Google insights with highly relevant and frequently searched for high Ranking of website
 - **On-Page Optimization:** Title tag optimization, Meta Tags Optimization, URL optimization, Page Content Optimization, Page Headings optimization, Image Alt tags optimization, Interlinking Optimization, W3 validation, XML Sitemap Creation & Robots File Creation/Optimization & Google tools Setup (GTM, Google Analytics & webmaster tools)
 - **Off-Page Optimization:** Managing Offsite team to implement Directory Submissions, Business Profile Listing, Local Submission, Video Submission, Article Promotion, Forum Postings, Classified Submissions, Local Marketing, Image Sharing, Document Sharing, Products Tagging, Shopping Feeds Submissions, Blog Creation & Posting
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✦ Social Media Marketing:

- Facebook, LinkedIn, Twitter, Pinterest, Instagram.
 - Growing and expanding social media presence into new social media platforms and increasing the presence on existing platforms including LinkedIn, Facebook, Twitter, Pinterest and Instagram. Social media marketing and optimization.
 - Collecting marketing insights on social media to enhance social media marketing campaign.
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✦ Google Analytics:

- **Expectation and Problem:** Industries and Domain Expertise applied. Identify gaps in current process.
 - **Data Preparation:** Identify internal and External Data sources and clean the data.
 - **Exploratory Analysis:** Visually Find data distribution insights. Identification of outlier records.
 - **In sights:** Recommending the next best action. Create Business Rules.
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✦ Design thinking:

- Ability to think out of the box, to engage in deep listening and deep analytics and proven expertise to come up with extraordinary solutions.
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✦ Program management:

- Expertise in handling complex end2end projects and have the ability to follow-through the program lifecycle: strategy, planning, kick-off, implementation, progress and post mortem
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✦ Communications:

- Establishing straightforward, productive relationships; will treat all individuals with fairness and respect, you demonstrate sensitivity for cultural and gender differences, you show great drive and commitment to the organizations mission and inspire others.
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✦ Client Orientation:

- Passionate about customers in a superior fashion, understand clients' needs and concerns, respond promptly and effectively to client needs and customizes services and products as appropriate.
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✦ Drive for Results:

- Have a strong bias for action and make things happen, proactive, balance "analysis" with "doing", set very high standards for self and commit to organizational goals.
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✦ Strategic approach, Analytical Thinking and Decisive Judgment:

- Analyze the issues and problems systematically, gather team and balanced input, draw sound conclusions, design strategic direction and translate conclusions into timely decisions and actions.



PROJECT SPECIFICATION

Client 1. BPWorks INC

Project URL: <http://www.backdropsource.co.uk/>, <http://www.backdropsource.com/>,
<http://www.backdropsource.com.au/>, <http://www.backdropsource.fr/>

Project Description: Online Photo & Video Equipment seller in US, UK, AU & FR

Roles & Responsibilities: Team Management, Ecommerce, SEO, Google Adwords & Bing Adcenter, SMO, Email Marketing, CMS, Reputation Management, Affiliate marketing, Inventory planning, Google Analytics, Google & Bing Webmaster tool, Reporting and Monitoring Customer care activities.

Client 2. Sangeethamobiles

Project URL: <http://www.sangeethamobiles.com/>

Project Description: Online Mobiles, Smartphone, Tablets & Accessories seller. Deliver the products in 47 mins at Bangalore, delivery the products in 1 hr 47 mins at Chennai & Hyderabad. Also they deliver the products in 2 to 3 days for other cities in India.

Roles & Responsibilities: Digital Marketing, SEO, Google analytics, Google Webmaster tool, CMS, Coordinating with Development and Server Management Team.

Client 3. Menakart

Project URL: <http://www.menakart.com/>

Project Description: M E N A Kart E Trading LLC is the latest Online Shopping Website in Middle East. Menakart.com provides all electronic products including Laptops, Cameras, Mobiles, Tablets, Fashion, Watches, Games, Books & Toys. All Mobiles, Cameras, Tablets & Laptops.

Roles & Responsibilities: Team Management, Ecommerce, CMS, SEO, GTM, Google Analytics, Google & Bing Webmaster tool, Reporting and Monitoring Customer care activities

Client 4. Titan

Project URL: <http://www.titan.co.in/>

Project Description: Titan.co.in is a Titan Official Online Store. They sell jewelry, earrings, finger rings, watches, sunglasses, bags, eyewear, casual belts, backpack, and wallets for men and women on online in India

Roles & Responsibilities: Digital Marketing, SEO, Google analytics, GTM, Google Webmaster tool, UI Suggestion



Personal Details

- ✚ **Father's Name** : Mr. S. Rajappan
- ✚ **Date of Birth** : 12th October 1981
- ✚ **Languages Known** : English, Tamil and Kannada
- ✚ **Address** : Coimbatore, Tamil Nadu- 641028



DECLARATION

I hereby declare that the above said details are true to the best of my knowledge and belief.

Place: India
Date: 20-08-2020

Yours truly,
Madhukumar Rajappan