

Naveen Kumar R (RNK)

Digital Marketing Executive

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Profile

Results-driven SEO and Digital Marketing Specialist with 1.5 years of experience in optimizing websites for improved search visibility and managing digital marketing campaigns. Skilled in on-page and technical SEO, keyword research, content optimization, and social media management. Proven track record in boosting organic traffic, improving search rankings, and delivering measurable results for businesses. Adept at using analytical tools like Google Analytics and Search Console to develop data-driven strategies.

Education

Bachelor of Commerce
VISTAS University, Chennai CGPA: 7.89

Expected Graduation: 2025

Work Experience

SEO Analyst | Sai Technologies Pvt Ltd

Sep 2024 - Present

- Optimized website structure and content for improved search rankings.
- Conducted keyword research and implemented on-page SEO strategies.
- Monitored site performance using Google Analytics and Search Console.
- Developed link-building strategies to enhance domain authority.

Digital Marketing Executive | Gway Tech Solutions Pvt Ltd

May 2023 - Sep 2024

- Managed SEO and social media campaigns, increasing organic traffic.
- Created landing page content that ranked in the top 3 on SERP.
- Optimized website content and keywords for better search visibility.
- Managed social media platforms and created engaging content for improved brand presence.
- Analyzed campaign performance and provided actionable insights.

Skills

SEO Expertise: On-page SEO, Off-page Optimization, Technical SEO, Local SEO, Keyword Research.

Digital Marketing: Social Media Marketing, Content Strategy, Google Analytics, Google Search Console, Content Writing

Technical Skills: WordPress, HTML, CSS, JavaScript .

Soft Skills: Critical Thinking, Business Development, Team Collaboration

Certifications

- Digital Marketing Certified By HubSpot
- SEO Certified By HubSpot
- Digital Marketing internship in Greenway IT Solutions
- MS Office By Ennova Pvt Ltd