**Curriculum Vitae**

**Krishna Swamy N**

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**Summary**

Digital Marketing professional with over 8 years experience in the Search Marketing/Online Media Marketing industry. Areas of expertise include Web Presence Management, Search Experience Optimization, Content Management/Optimization, Content Research and Content Review.

Always appreciated for professional ethics & proactively handling multiple tasks. Also Admired for executing & delivering error free end results. Awarded for best performance by every organization I was associated.

**Experience**

Currently working at [Epsilon](https://www.epsilon.com/) as Senior Quality Analyst for Digital Campaign Operations (Email Marketing) team. (Jun 2016 - till Present)

• Creating and executing test plans and clear, concise test scripts for new products or enhancements to existing products/process.

• Defining comprehensive scenarios and variations in data to adequately perform testing.

• Scheduling and performing functional, integration, regression, and release testing; submitting errors and issues to development for correction, and retests once errors have been corrected.

• Reporting test results and status as appropriate. Tracking defects and causal analysis to closure. Review and certify test results of other analysts and testers.

• Creating and reviewing requirements, design, and scope documents. Setting standards for test design.

• Supporting and advocating established testing procedures and providing input to establish those procedures.

• Interacting with Subject Matter Expert and development teams to identify and refine test requirements.

• Coordinating and/or performs testing projects from initiation through delivery. Ensuring that testing projects are completed on schedule.

• Serving as liaison between technical and non-technical departments in order to ensure that all targets and requirements are met.

**Digital Marketing Analyst at** [**InvSol**](http://www.investingsolutions.co.uk/)

**January 2015 – March 2016 (1 Year,** **3 months)**

**Search Engine Optimization/Web Presence Management**

**Digital Marketing/Online Marketing Strategies, SEO Analysis:** Creating website audit report & analyzing the on page & off page factors for web presence management & optimization including web promotion solutions. Creating & customizing editorial calendars.

**On page optimization** techniques such as keyword research, building & optimization; title tag & meta tag optimization; link analysis & optimization; content analysis and optimization.

**Off-page submissions** such as article, directory, local business listings, social bookmarking, blog commenting, forum posting, video commenting, slide sharing, rss feeds, blog posts, review.

**Social Media Optimization** using platforms such as facebook, twitter, linkedin, etc.Social Media Listening using social media analytics tool like Facebook Insights & Twitter Analytics.

**Google Analytics Tracking** using Google Analytics, Google Webmaster Tool (search console), Bing webmaster tool and customizing reports.

**Certifications:** Google Adwords, Google Analytics, Google Tag-Manager

**Search Analyst at** [**Theorem India Pvt Ltd**](http://theoreminc.net/services/media-operations/search-operations)

**August 2009 - December 2014 (5 years 5 months)**

**Search Operations/Media Review**

**Content Management & Content Review:** Conducting detailed analysis for website content, checking web page environment & ad spaces which are user friendly, and managing website content based on its theme. Segregating web directories.

**URL Auditing/Web Content Analysis:**Performing URL audits to ensure error free web pages. Check for obvious errors, spammy content. Ensuring [brandsafety](http://www.doubleverify.com/solutions/impression-quality/brand-safety/), [appropriate content](http://integralads.com/data-metrics/brand-safety/), [healthy web environment](http://www.iab.net/guidelines). Auditing Mobile Apps.

**AdCopy & Ad Content Review:** Reviewing ad copies based on the [editorial guidelines](https://searchsolutions.expedia.com/TravelAdsMicroSite/en/how_copyguidelines.aspx), rephrasing the ad copy to make it more user friendly and engaging. Researching adspaces specific to the ad content/website content.

[**SEO**](http://theoreminc.net/services/media-operations/search-operations)**:**Website Analysis, Content Analysis, Link Analysis, Directory Submission, Social Bookmarking, Slide Sharing, Blog & Forum posting.

**Education**

**Bachelor of Arts (B.A) Journalism, Public Administration, English Literature,**

[Maharaja’s College Mysore](http://www.mcm.ac.in/) (University of Mysore) 2000 – 2003

Grade: Second Class, Aggregate: 52.6%

Activities and Societies: Literary Support Group

**Diploma in Medical Lab Technology Pathology, Microbiology, Bio-Chemistry**

[Mahajana's College](http://www.mahajanafgc.com/) Mysore (Government of Karnataka Vocational Board), 1997 – 1999

Grade: First Class, Aggregate: 62.3%

Activities and Societies: Dopamine Research Group

**Secondary School Leaving Certificate - June 1997**

[Mahajana’s High School](http://mahajanaeducationsociety.com/), Mysore (Karnataka Secondary Education and Examination Board)

Grade: First Class, Aggregate: 63.6%

**Skills & Expertise**

Digital Marketing, Online Media Marketing, Search Marketing

Internet Research, Online Advertising, Web Marketing

SEO, SMO, Content Management, Research & Review

Google Analytics & Social Analytics

**Interests**

Music & Literature, Society & Cultures, Linguistics & Language Behavior

**Languages**

English (Professional working proficiency)

Hindi (Limited working proficiency)

Kannada (Native or bilingual proficiency)

Telugu (Elementary proficiency)

**Volunteer Experience**

**Community Learning Facilitator at Samuha**

**September 2005 - June 2007 (1 year 10 months)**

Facilitated & conducted community learning project called 'Akshara' and its main aim was to promote literacy among rural women and encourage them to develop new skills.