**Shine .K.M**

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**Summary** :

. Implement social media ads & optimize the campaign,Creating and implementing a social media strategy Finding brands target audience in online , ,Reporting and planning SEO ,Designing and Developing of websites Engaging with the audience and building a tight-knit community , track month-to-month changes in social media statistics,Understand technicality of implementing ideas based on trends,Manage multiple social media channels,Manage advertising on social media channels ,Curiosity and willingness to try new tools and platforms,Being up-to-date on all social tools and trends , Branding (The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products) Knowledge of how people use digital (online, mobile or any other), competition mapping, recognition of the potential of newly launched digital offerings,Knowledge of the latest developments in technology Depth knowledge of blogs, web analytics, SEO, SEM. , knowledge of website design tools and platforms. driven to maximize website traffic , Analyzing business performance with the help of digital tools and reports and up-to-date on all social tools and trends , Web traffic analysis using various digital tools like Google analytics . High level of creativity and possesses good customer interaction skills.passionate about web technologies and the search industry launch new products,

**Technology Skills** :

SEO , SMO, SEM , AdWords ,PPC ,Branding , online marketing campaign , create on-page and

off-page optimization,Web Analytics Implementation of digital marketing techniques according to strategic plan , Experience in designing and developing websites.Branding (The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products) WordPress, CSS ,Photoshop, Html, After-Effects, Sony Vegas,Gimp , Microsoft Office, Excel, PowerPoint

**Customer Service and Soft Skills** :

Self-motivated, high level of creativity and possesses good customer interaction skills. passionate about web technologies and the search industry launch new products, and implement business plans Effective in In organization responsibility. Implement social media ads &optimize the campaign , implementing social media strategy ,Finding brands target audience .online Engaging with the audience and building a tight-knit community ,Competitive analysis ,Create a link between brands social media presence and sales + customer retention,changes in social media statistics ,communication skills Customer orientation and Positive team playing

**Profile Skills**:

Finding brands target audience online , Implement social media ads & optimize the campaign,Creating and implementing a social media strategy ,Reporting and planning SEO ,Designing and Developing of websites Engaging with the audience and building a tight-knit community , track month-to-month changes in social media statistics,Understand technicality of implementing ideas based on trends,Manage multiple social media channels,Manage advertising on social media channels ,Curiosity and willingness to try new tools and platforms,Being up-to-date on all social tools and trends , knowledge of how people use digital (online, mobile or any other), competition mapping, recognition of the potential of newly launched digital offerings,Knowledge of the latest developments in technology

**Additional skills** :

Languages: English, Malayalam, Hindi, Tamil

**Career Highlights**:

March 2014.. present

**Pippali Creative Solution PVT LTD Bangalore**

(web analyst)

Responsible for the development and management of digital marketing programs,Graphic design, SEO, content strategy, web development and analytics. Identifying key areas for improvement ,Creating, managing and editing content in a web-based environment. Branding (The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products) .Managing Google AdWords campaigns.Defining campaign goals. Monitoring social media channels for trends and opportunities.Creating an inbound andoutbound digital marketing strategy.Conducting keyword research.Create a link between your brands social media presence and sales + customer retentiontrack month-to-month changes in social media statistics, find causes for rises/plummets and change strategy accordingly

.JULY 2010 ..FEBRUARY 2014

**3i Info solutions ,Chennai**

( Marketing engineer )

I have involved in software Marketing , campaigns across e-mail, web, mobile, and social media.Identifying key areas for improvement.,Analyzing business performance with the help of digital tools and reports, software installation and perform all technical aspects of product implementation and ongoing support for customer delivery site and submit to technical implementation team , Communicate risks and issues to the Project Manager. Responsible for providing technical support during change package implementation,when requested

Sep2006 –Jan 2008

**Shell Tran source Chennai**

(Technical support engineer)

I focused on giving services and solution of Transmitting T.V channels from satellite to home dish antennas, troubleshooting signal errors, activation for new home dish antennas and adding channels for our customers. It is largest DTH technology in the country

Feb 2008-- MAY 2010

**Reliance Communication, Chennai**

(Group Leader)

Team building program through the creation and coordination of team efforts , Solid leadership background, with the ability to provide strategic direction for improved maintenance and production efficiencies .Social media marketing refers to the process of gaining traffic . Executing e-mail marketing programsDevelop cohesive team structures and drive company visions into viable, realized goals.To work as part of an Internet promotion *for developing business plans for introduction of Reliance BLACKBERRY, Reliance Net connection, mobile , wireless internet and Mobile network.* Introduced company to concept ofDigital marketing campaigns with regional and potentially national focus. Out lined marketing plan for Internet sales campaign in conjunction with area cable television

April 2003 - Aug 2006

**SPANCO Tele-Systems, Mumbai**

(Technical engineer)

In Spanco, my role was that of a Technical support engineer and dealt with resolutions for the technical issues faced by the large subscriber base of India’s largest telecom services provider. Consistently met and at times exceeded individual productivity and quality goals/targets and contributed to my team and the organization in every way I could. Contributed to inducting and mentoring new-recruits. Constantly worked on improving Key Performance Indicators and sustained the trend. Contributed to the knowledge repository and ran team-initiatives.

**Education :**

Bachelor of Engineering (BE) in Metallurgical & Materials Engineering from NIT - (National Institute of Technology,Surthkal ,Karnataka).

**Certification Courses.**

Web designing from MANIPAL INSTITUTE (HTML and Macromedia FLASH, Adobe Photoshop,After

Effects‎, Sony Vegas Excel, Microsoft office

**Personal profile :**

Date of Birth: 15-May-1977

**permanent address**

Residential Address: 5th Main, 6th cross, A304 Maithri Pride, Malleshpalya , Bangalore 560075

**Total yrs of exp , Location, Official Notice period**

Total yrs of exp : 7 yrs

Relevant Yrs Of Exp in Digital Marketing / Web Design And Development : 3 yrs

Official Notice period : Within 15 -30 Days

Current Location: Bangalore

Preferred Location: Bangalore

PH: +91 7795938732 , +91 9148089149 , Mail: shine5us@outlook.com

**online presence :** [http://shinekm.HYPERLINK "http://shinekm.cloudaccess.host/"cloudaccess.hos](http://shinekm.cloudaccess.host/)t