

# M.SHIVA KUMAR

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## CAREER OBJECTIVE

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To work with dedication towards the fulfilment of organization objectives and there by achieving personal growth, with organization development.

## KEY SKILLS

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- ✓ Search Engine Optimization (SEO - On-page & Off-page)
- ✓ Search Engine Marketing. (PPC, SEM & Google Adwords)
- ✓ Social Media Marketing (SMM)
- ✓ Campaign Management
- ✓ Email Marketing
- ✓ Digital Marketing
- ✓ Html & CSS
- ✓ Web Designing
- ✓ Web Analytics
- ✓ Lead Generation

## WORK EXPERIENCE

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- 1) Working as **Senior. Digital Marketing Associate** at **Trianz**, from March 2015-Present.

### **Roles & Responsibilities:**

- ✓ Create, launch, monitor and Optimize PPC Campaigns (Search, Content, Mobile, YouTube).
- ✓ **Keyword Research:** Identify profitable keywords based on product being promoted using keywords tools.
- ✓ **Ad Copy Writing:** Write effective ad copy messages for better conversion rate and high click through Rates.

- ✓ **Bidding Strategy:** Implement Bidding strategies that yield low cost and high revenue.
  - ✓ **Competitor Analysis:** Monitor competitor activities at regular intervals (promotions, Prices, Ad Messaging) and act accordingly.
  - ✓ **Web Analytics:** Analyze website traffic, using Google analytics.
  - ✓ **Landing page analysis and Optimization:** Analyze the performance of website messaging and layout and suggest variants, identify elements to be tested, experiment new elements and measure performance.
  - ✓ **Prepare Marketing Performance Reports:** Maintain historical reports and prepare performance reports to measure ROI, CPA and conversion rates
  - ✓ Implementing updated SEO (on-page and off-page) promotional strategies for company website.
  - ✓ Lead the process of revamping and enhancing the user experience on the web with the help of interactivity and user-centric engagement.
  - ✓ Basic understanding of web development and web designing.
  - ✓ Successfully launched e-mail campaigns and social media campaigns(Facebook, Twitter, Pinterest, LinkedIn and YouTube)
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2) Worked as **Digital Market Executive** at **VisaPro Pvt Ltd**, from July 2013-March 2015.

**Roles & Responsibilities:**

- ✓ Implementing updated on-page and off-page promotional strategies for our company websites pages.
- ✓ Generating report for traffic analysis using Google Analytics, extreme tracking and preparing the manual report in excel.
- ✓ Researching for potential sectors to launch effective campaigns to increasing advertisement sales.
- ✓ Creating, implementing, tracking, analyzing and optimizing Paid Search campaigns.
- ✓ Well aware of managing Google adwords account, creation of campaign, analyzing adgroups, optimizing the performance and enhancing the business revenue.

- ✓ Developed, coordinated, and managed e-mail marketing campaigns for prospects clients, increased customer awareness, and re-engaged dormant customers.
- ✓ Created campaigns ads on social media channels like facebook, twitter and LinkedIn and driving social media engagement through content distribution and contests.
- ✓ Responsible for developing / adaptations of a wide variety of creative in the form of sales collaterals including ad banners, corporate website, brochures, flyers, product presentations, customer case studies, product videos etc.
- ✓ Lead the process of revamping and enhancing the user experience on the web with the help of interactivity and user-centric engagement.

***Achievements:***

- Organised online lead generation campaign for H-1B season and secured 48 cases for our company, a breakthrough number of cases the company handled after 2008.
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3) Worked as **Pre Sales Consultant** at **Yantra Software Private Ltd**, for 12 months.

**Roles & Responsibilities:**

- ✓ Creating, implementing, tracking, analyzing and optimizing Google Adwords campaigns.
- ✓ Initial point of contact for prospects in Agri & BFSI sectors. Keep track of prospects who show interest in our services and follow up.
- ✓ Managing huge repository of contacts for prospective clients.
- ✓ Co-ordinate prospects to navigate through demos provided by our technical team.
- ✓ Gathering requirements proposed by the prospect and document the same.
- ✓ Conducted market research to find out market available for our solutions in the Agri & BFSI sectors.
- ✓ Developed online campaigns to increase sales leads.
- ✓ Successfully tested voice biometric solution on large scale at the client location to check its performance and robustness.

## **EDUCATION QUALIFICATIONS**

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- ✓ MBA (Finance & Marketing) from St. Martins Pg College of Technology, with 67% in 2012.
- ✓ B.Tech (Information Technology) from Drk Institute of Science and Technology with 66% in 2010.

## **CERTIFICATIONS**

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- ✓ Google Adwords Fundamental & Search Advertising certified.
- ✓ Google Analytics certified.
- ✓ Hubspot Academy Inbound Marketing certified
- ✓ HP Life e-Learning Social media marketing certified

## **TECHNICAL SKILLS**

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- ✓ HTML & CSS
- ✓ Operating System: Windows 98, 2000, XP, Windows 7
- ✓ Google Adwords & editor
- ✓ Microsoft Visio – Creating company org charts
- ✓ Hoot suite –Social media marketing
- ✓ I contact- email marketing
- ✓ MS Office Suit
- ✓ Sales Force
- ✓ Adobe Photoshop

## **PERSONAL PROFILE**

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- ✓ Date of Birth : 30 May, 1987
- ✓ Father's Name : Shri Jayam
- ✓ Nationality : Indian
- ✓ Language Known : English, Hindi, Telugu
- ✓ Marital status : Married