



# Supriya Sudhir

## Digital Marketing Executive

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Dubai, UAE

## SUMMARY

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Dedicated Digital marketing professional with over 5+ years of experience in creating WordPress websites, generating quality leads through online advertisements and creating engaging content across major social platforms. Having a strong background in SEO, including keyword research and on-page/off-page strategies, to grow web traffic organically on search engines. Additionally having a technical background in web development with knowledge of HTML and CSS. Looking to apply my skills and passion to drive growth in a dynamic digital marketing role.

## EXPERIENCE

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04/2023 - 11/2024

### Digital Marketing Specialist/Web Designers

London American City College, UAE ↗

- The website lacc.ae, londonamericancitycollege.com & other lacc websites have been redesigned to be more user-friendly on all platforms.
- Online advertising Google Ads & Facebook campaigns are managed & generated quality leads. Created engaging content, infographics, & reels for social media platforms for Facebook, Instagram, LinkedIn & YouTube to promote the college's brand.
- Using keyword research(SemRush), on-page and off-page SEO strategies are optimized for the college's website to improve visibility and organic traffic on search engines.

08/2023 - 09/2023

### Amazon Associate Freelancer (E-commerce)

Skyfield Agritech, UAE ↗

- Created product listings on Amazon, which involved providing detailed and accurate product information.
- Optimized product titles, descriptions, and images to enhance visibility and appeal to potential customers.
- Ensured that all product listings comply with Amazon's guidelines and policies.
- Implemented SEO strategies to boost a product's position at 1st position in the Amazon search results.

12/2020 - 03/2023

### SEO Associate

Firstcry.Com, Pune ↗

- Developed an article blueprint for a Firstcry Parenting Website, offering expert guidance for parents.
- Created engaging and informative content across various parenting topics, including newborn essentials, baby development milestones, breastfeeding, sleep training, nutrition, and child safety.
- Conducted keyword research(SEMrush) and implemented strategic SEO techniques to optimize content for search engine visibility.

03/2022 - 10/2022

### Website Developer and SMO

CPI Mallikarjun School, Goa ↗

- Created the UI design for the CPI Mallikarjun School website, focusing on creating an engaging and user-friendly interface for the school's online presence.
- Developed and managed social media content for the CPI Mallikarjun website.
- Used best SEO techniques to increase visibility in search results.

06/2020 - 11/2020	<b>Digital Marketing Intern</b> Clariwell Global Services Institute, Pune ↗ <ul style="list-style-type: none"> <li>• Worked with the SEO team on projects involving On-Page and Off-Page optimization for client websites.</li> <li>• Worked with social media optimisation by posting posters on client websites.</li> <li>• Extra skills learned: Email Marketing, Google Analytics, Keyword Research, Keyword Optimisation &amp; Link Building.</li> </ul>
10/2019 - 05/2020	<b>UI/UX Developer</b> CodeOps Technologies LLP, Bangalore ↗ <ul style="list-style-type: none"> <li>• Successfully designed and implemented a user-friendly and responsive UI for the Konfhub platform.</li> <li>• Collaborated closely with cross-functional teams to understand user requirements and translate them into visually appealing design solutions.</li> <li>• Prototyping tools (Figma, Sketch), Usability testing tools, Responsive design frameworks.</li> </ul>

## EDUCATION

05/2016 - 05/2019	<b>Computer Science</b> Bangalore University - Jyoti Nivas College Autonomous Master of Computer Applications (MCA)
04/2013 - 04/2016	<b>Computer Science</b> Goa University - Shree Damodar College Of Commerce & Economics Bachelor of Computer Applications (BCA)

## CERTIFICATES

03/2020 - 11/2020	<b>Web Development &amp; Digital Marketing (SEO, SMM, WordPress and Google Ads) Certification</b> Clariwell Global Services Institute, Pune
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## SKILLS

Facebook Ads & Instagram Ads	Advanced	PPC (Pay-Per-Click) Advertising	Advanced
HTML & CSS	Intermediate	Social Media Optimization (SMO)	Advanced
Amazon Marketing	Advanced	SEO and Keyword Research	Advanced
SemRush	Advanced	WordPress Development	Advanced
Canva & Figma	Advanced		
Infographics, Video & Photo Editing	Advanced		

## LANGUAGES

Konkani	Fluent	Hindi	Fluent
Marathi	Basic	English	Fluent