

Krishnareddy Chapala

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My Professional Summary:

- 11+ Years' experience in Digital Marketing, Product Marketing and Branding across Global Market (B2B, B2C and D2C).
- Campaign experience in Amazon and Flipkart Online Market Places.

Education:

- **M.B.A (MARKETING & IT)** From 2005-2007 Osmania University, Hyderabad.

My Work Experience:

- ❖ Working as "**Digital Marketing Manager**" in 18flip at Bangalore since April-2021 to Present.
- ❖ Worked as "**Digital Marketing Manager**" in EC-Council at Hyderabad since July-2019 to March 2021.
- ❖ .Worked as "**Digital Marketing Manager**" in Homengine at Bangalore since Aug 2016 to June 2019.
- ❖ Worked as "**Sr Digital Marketing Analyst**" in Innovo at Bangalore since Feb 2015 to July 2016.
- ❖ Worked as "**SEO Executive**" in Pravalika Designs at Hyderabad since Feb 2012 to Jan 2015.
- ❖ Worked as "**Associate Web Analyst**" in Embitel Technologies at Bangalore since September 2010 to Jan 2012.

My Work Portfolio:

• Babyoye – Online Market Place for Kids	• Fifty5plus – Health & Wellness Online Market Place
• DMC(B2B) – Omni Channel Services	• Homengine – Online Real-estate Market Place
• ArtEmporio (D2C Brand) – India's Online Poster Store	• SupreemSuperFoods (D2C Brand) – Healthy Online Retail Food Store
• TropicalDew (D2C Brand) – Homecare Cleaning Retail Products Online Store	• Classeltaliana (D2C Brand) - Online Retail Shoes Store for Men
• InfiniqueMall – Curated Online Mall	• OneskyShop – Online Retail Market Place
• SupreemPharma (B2B) – Pharmaceutical and Nutraceutical Manufactures	• Codered – Online Cyber Security Learning Platform (SaaS)

My Job Responsibilities:

- Ensure the Business model either B2B or B2C, D2C Brand. Analyze the Market, Business & Audience, Consumer Behavior, and Marketing Data for identify new opportunities.
- Create digital marketing strategy and Performance marketing strategy for brands to sell their products or services through website as well Market places by inbound and outbound marketing channels.
- Develop Product marketing strategy for new brands through GTM, Product Positioning and Product Messaging for launch new products.
- Design branding strategy for brands growth and expansion by ATL & BTL marketing.
- Executing digital marketing and branding initiatives for the brands on the online advertising platforms like adwords, Facebook ads managers from scratch, define target audiences, website optimization & create and run ads, measure marketing ROI and Data reporting.
- Create Demand generation through data driven marketing programs leveraging the inbound methodology to drive awareness and interest in a brands' products.
- Collaborate with internal teams to enhance user experience of websites as well Reduce Lead Cost and Increase ROI.
- Define advertising budget & allocating, control budget of all marketing campaigns.
- Identify and recruit marketing vendors towards continuous improvement of new customer acquisition.
- Scale business through Web analytics tools (Google Analytics) and Build custom metrics & custom dimensions in dashboard using Google Data Studio and reporting to client's as well senior management (Leads, Sales, Revenue, CPA, CAC, Market Share, CLTV, Customer Sentiment)

Google Adwords:

- Create and Run Search Campaigns and Display Campaigns, Google Shopping Campaigns, Video Campaigns, Remarketing Campaigns.
- Handle, review, and perform daily account responsibilities associated with Google AdWords for a variety of clients.
- Setup Google Merchant account using Products feeds and Run Google Shopping ads (PLA Ads)
- Build Standard Search Ads, DSA Ads, RLSA Ads, Call Ads, Standard Display Ads, Dynamic Display Ads, Dynamic Remarketing, Standard Remarketing, Merchant Ads (PLA), Gmail Ads and Video True View Ads.
- Provide creative copy suggestions and banner ads with CTA for Ad User Experience (UX).
- Execute static ads & dynamic ads on display network using contextual advertising and Remarketing and Topics, Placements, Audience Interest (Affinity audience and In-Market Audience)
- Provide recommendations and execute strategies for keyword opportunities, write

relevant Ad copy and create campaign structuring for Improve Quality Score.

- Generate weekly and monthly client reporting for all major metrics, goals tracking, revenue tracking, and other paid marketing initiatives.
- Track, measure, and analyse paid campaigns conversions and create ROI reports from Google Adwords.

SEO:

- Perform keyword research in coordination with client business objectives to optimize existing content.
- Perform keyword research using techniques and optimize existing content.
- Provide SEO analysis and recommendations in coordination with on-page elements and structure of websites and web pages.
- Execute local SEO campaign via Google My Business.
- Develop and execute strategies on-site optimization. (Title, Meta Description, Permalink, Content Optimization, ALT tag, Header Tags, AMP, canonical tag, schema, Open Graph, GTM tag& Google analytics tag installation, APIs Integration, Google Algorithms, Google Search Console, XML site map, Robots .txt, Meta robots tags, Schema.org, Structured data, Website speed, Responsive website, UX website).
- Develop & execute link building using Content Marketing (Semantic and Contextual).
- Administer search engine programs (XML sitemaps, Robots.txt) using Google search console for purposes of diagnostic website and organic data reporting on client projects.
- Create structured data by schema & enhance website appearance in search results.
- Implement structured data using schema (Rating, Organization, Product, Price, Site link Search Box, Events, Knowledge Graph, Video, Article, Blog Post, Carousel Product Feeds, Recipes, Breadcrumbs, FAQs),
- An up-to-date knowledge of Google's Core Algorithms (BERT, Panda, Penguin, Hummingbird, LSI, EMD, Rank Brain).
- Monitor and create web SEO analytics reports and point out key areas of importance as per according client goals.

Social Media Marketing: (Facebook Ads Manager and Instagram Influencer)

- Create marketing content and manage daily activity across social networks such as Facebook, Instagram, LinkedIn, YouTube, Twitter etc...
- Create and Run Social media paid campaigns using Facebook Ads Manager Facebook Commerce Manager and Instagram Influencer Collaboration.
- Build Ad types via Facebook Ads Manger (Boost Post Ads, Carousel Ads, Collection Ads, Catalog Ads, Lead Generation Ads, and Dynamic Remarketing Ads).
- Explore innovative ways to build audience to reach target buyers by Facebook audience manager. (Standard, Custom and Lookalike Audiences)

- Run regular social promotions and Delivering results (Brand Building, Community Building, Engagement, Traffic, Lead Generation, Ads Campaign Analytics Reporting)
- Integrate Social Media API's to Facebook pages & websites (Events, Contest, and Store Built, Like APIs).

E-Mail Marketing:

- Responsible for sending mass emails through In-house email marketing tool for lead generation.
- Work with in-house email marketing team to compose context E-mailers with subject lines. Working with Email vendors to ensure smooth delivery of email campaigns for Lead generations.
- Testing HTML mailer, E-Mail Bounces to reach inbox placement.
- Experiments with A/B testing on email campaigns.
- Analyze campaign performance metrics like Reach rate, open rate, click rate, and unsubscribe and spam complaints.
- Integrate Email server authenticating protocols DNS, SPF, DKIM, MX, IP, ISP, SMTP, IMAP, POP3.
- Maintain regular measurement of the ROI of Email campaigns.

Affiliate Marketing:

- Develop the affiliate marketing strategy, Identifying and recruiting new affiliates and delivering lead generation.
- Work with in-house affiliate marketing team to compose context creative banners with CTA buttons.
- Work with coupons publishers & promoting products using coupon marketing.
- Analyze campaign activity to ensure affiliates deliver the best ROI.
- Control campaign budget and effective negotiation skills with affiliates.
- Acquire new partners to grow the affiliate scheme.
- *Run* performance marketing campaigns for lead generation based on CPL, CPS, and CPA.

Web Analytics Tools: Google Analytics, GTM & Google Data Studio:

- Google analytics tags and Marketing tags Implementations using Google Tag Management tool (GTM).
- Google Marketing Tags and third party's tags integration via Google Tag Manager. (Google Analytics, Ad Words Remarketing, Ad Words Conversion Tracking, Facebook Conversion Tracking, Facebook Remarketing Tracking, Hotjar, Adroll, Ecommerce Tracking & Enhance ecommerce tracking implementation)
- Create Google Tag Manager Functions (Container, Tags, Triggers, Variable, Plug-in, and Environments).

- Create website events via Google tag manager (Buttons, Forms, Errors, Page views, Elements, Links, Scroll, and Performance Time).
- Track Heat Map Data & User Experience of Website by Microsoft clarity tool.
- Reporting through custom reports & custom dashboards using Google Data Studio. (Audiences Report, Website Behavior Report, Traffic acquisition report, Sales conversion Report, E Commerce Tracking Report, Leads Report)

Personal Profile

Name	:	Krishnareddy Chapala
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