

A. BOOPATHI

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Professional Summary

- Solutions-focused, meticulous and data-driven Digital Marketing professional with over 8 years of a successful career in diverse roles.
- Currently associated with Anand Techverce as Digital Marketing Manager, specifically involved in all activities related to Online Marketing, PPC, Video Marketing and Social Media Marketing.
- Proven track record of excellence in implementation of promotion plans and increasing the clients brand visibility.

Education

COURSES	COLLEGE/SCHOOL	YEAR OF PASSING
B.Tech(IT)	Dr.NNCE College of Engineering, Tholudur	2010
Higher Secondary	HSC Govt Higher secondary School, M.podaiyur	2006
SSLC	HSC Govt Higher secondary School, M.podaiyur	2004

Professional Experience [8+ Experience]

ROLE	COMPANY	YEARS	DURATION
Junior SEO Analyst	Sentient IT Software Solution Pvt Ltd (USA) Chennai	1.2 year	10 May 2010 to 29 Jul 2011
SEO Analyst	Friends web solution Chennai	1 Year	2 Aug 2011 to 9 Aug 2012
Digital Marketing Specialist (India team Manager)	Net –Managers (Malaysia Australia China India Vietnam)	2 years	1 Sep 2012 to 5 Dec 2014
Business Developer	Work Logix Middle East LLC Dubai UAE Chennai	6 Months	01 Jan 2017 to 31 May 2017
Digital Marketing Executive	Uranus Travel	3 Months	July 2017- September 2017
Digital Marketing Executive	Anand Techverce	Till Date	October 2017- Till Now

Marketing Skills

DATA ANALYSIS

Strong analysis of the data collection & measuring it in all aspects

CUSTOMER ENGAGEMENT

Blogging, running standard campaigns, progressing in social media platform

ONLINE COMMUNITY

Designing, recruiting, improving, modifying, retaining

COLLABORATIONS

Affiliate management, Omni-channel marketing, Business Development

PROJECT MANAGEMENT

Budget, range of projects, meet deadlines & reach milestones

SEO/SEM

Building links, Content Optimization, tracking & tracing ranks, keyword analysis

STRATEGY

Market research, aims of organization, testing & technologies, niche the products

Technical Skills

- ✓ SEOmoz, HubSpot, SEMRUSH
- ✓ Buddy Press, podcasting, video marketing
- ✓ Google Grants, Bing Ads, Google Adwords, Google Analytics, Facebook Analytics
- ✓ Word Press, Tumblr, Tweet Deck, Hoot Suite, Flickr, YouTube
- ✓ LinkedIn sales navigator

Roles & Responsibilities

- Creating proposals and provide best possible solutions for client's requirement.
- Managing overall team and assigning the task.
- Generating and analyzing the site information.
- Developing, Implementing SEO strategies and optimizing sites.
- Organic and Technical SEO.
- Both off-page and on-page factors.
- Link Building (One Way, Two Way and Three Way).
- Google Business and Product Listing, Sitemap Generation in XML, ROR & TXT format
- Directories, Articles, Press Release, Videos & PPT Submission
- Social Media Optimization (Bookmarking, Networking, Classifieds etc).
- Grow and optimize our keywords portfolio through testing (A/B and Multivariate) with ad copy, landing pages, bidding strategies, negative key wording, etc.
- Develop near and long-term PPC account strategies, roadmaps and execute day-to-day tactics that increase revenue, site traffic, conversion and margins.
- Identify and report on key performance indicators, and opportunities for improvement on a regular basis.

- Drive continued innovation and best practice implementation, regularly sharing your knowledge with the marketing team and top executives.
- Work with all team functions - product marketing, creative, product management, engineering - to implement search engine optimization (SEO) recommendations such as:
 - ✓ Keyword research and specifications throughout web site pages
 - ✓ Site audits for SEO best practice compliance
 - ✓ Link analysis and building
 - ✓ Identifying and resolving issues with JavaScript, Flash, CSS, etc
 - ✓ Identifying opportunities to improve organizational and process enhancements that support SEO
 - ✓ Integrate strategies and recommendations into other active marketing channels such as Email Marketing and Social Media.
 - ✓ Research and manage affiliate and online advertising programs.
 - ✓ Prepare and execute on a business plan to establish an international SEM strategy in targeted regions/countries.
 - ✓ Stay current with new advances in search engine marketing, competitive landscape and keyword research.
 - ✓ Monitoring organic search placement and generating weekly and monthly reports.
 - ✓ Interaction with Abroad and Local Client.

Other Skills

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|------------------------------------|------------------------|
| • Strategy based Digital Marketing | • Lead Generation |
| • Branding | • E-commerce Marketing |
| • Copy writing & Editorial skills | • Remarketing |

Proficient Ad Platforms

- | | |
|------------------------|------------|
| • Google | • LinkedIn |
| • Bing | • Baidu |
| • Facebook & Instagram | • YouTube |

Awards & Appreciation

- Inter college overall athletics championships–Dr.NNCE College Of Engineering–2010

- First Class in B.Tech & IT – Dr.NNCE College Of Engineering – 2010
- Google Adwords Certification 2015
- Bing ads certification 2015
- Certified Google Partner 2018
- Google for Non-Profit certification 2019
- Holding some combination of the following certifications: Google Adwords Certification, Google Analytics Certification etc.

Personal Profile

Date of Birth	14.09.1988
Nationality	Indian
Gender	Male
Marital Status	Married
Current Area of Residence	Chennai, India
Contact Number	9894533771

Declaration

I hereby declare that above furnished details are true to my knowledge.

Date:

Place:

(A.BOOPATHI)