**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 | 2010 |
| Engineering, Tholudur |
| Higher Secondary | | HSC Govt Higher secondary | 2006 |
| School, M.podaiyur |
| SSLC | | HSC Govt Higher secondary | 2004 |
| School, M.podaiyur |

|  |  |  |
| --- | --- | --- |
| **Professional Experience [8+ Experience]** |  |  |

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

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