

Resume

K.Elangovan

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CAREER OBJECTIVE

A **Digital Marketer** with hands-on experience in application of internet tools, trends and business models to raise the organization's visibility, online brand positioning, lead generation, social media optimization, etc.

PROFILE SYNOPSIS

- Overall, **6 years of experience** as a **Digital Marketing Expert** in handling clients for Digital Marketing strategies involving SEO, SMO, PPC, E-Mail Marketing, Content Management, Landing-Page Optimization, Link-Building, etc.
- Adept at handling marketing & promotional activities for clients from the various sector.
- Planning and organizing online as well as off-line events as part of brand promotion activities.
- Analytical, precise and quality-oriented professional with attention to detail nestled deep within.
- Expertise in relation building with clients to drive long term business.
- Efficient in monitoring as well as reporting broken links.

FUNCTIONAL SKILLS

- On Page & Off Page Optimization Image Optimization
- XML Sitemap Creation
- Google Analytics
- Google Ads
- Google Search Console Online branding
- SEO/SMO
- Keyword Research & Analysis Email marketing & PPC
- Content Strategy
- URL optimization
- Internal link structure Article Submissions
- Blog commenting

EXPERIENCE SNAPSHOT

SEO Analyst @ Macronimous Web Solutions India Pvt. Ltd, Coimbatore, Tamil Nadu, India. Aug 2020 –July 2021.

Sr. Digital Marketing Expert @ Rutonsha InfoTech India Pvt. Ltd, Coimbatore, Tamil Nadu, India Nov, 19–Aug, 2020.

SEO Analyst @ Ticket goose India Pvt. Ltd, Chennai, Tamil Nadu, India. Dec 2015 – Oct 2019

ROLES & RESPONSIBILITIES

- Creating awareness about the company's brand using all SEO activities like organic, paid, social, etc.
- Assuring proper implementation of various digital marketing tools & techniques such as SEO, PPC, Advertisements, and Email Marketing etc.
And thus, delivering results across all online modules.
- Optimizing on-page activities like Meta Tag Creation, Keyword Analysis, Google Analytics, Google Search Console, etc.
- Optimizing Off page activities like Social Bookmarking, Directory Submission, Forum Posting, Blog Commenting, Article Submission, Link Building, Yahoo Answers, Quora, etc.
- Tracking, analyzing and reporting performance of various client web pages using Google Analytics tool.
- Implementing digital marketing techniques as per the strategic plan formulated by managers.
- Composing PPC Campaigns by obtaining best performing keywords & Writing the best relevant ad copies for text, image, interactive as well as video ads.
- Recommending clients regarding website changes & on campaign performance for better revenue generation.
- Presenting PPTs and pitching new ideas & plans for process Improvement, client a and retention.
- Tracking, monitoring, managing and rating the performance of several clients's owned ventures and their competitors over the social media platform.
- As a **Digital Marketing Expert**, also responsible for presenting Face book, Twitter, Pinterest, Instagram, LinkedIn, YouTube and Slide Share insights by creating dashboards to present various engagement metrics.

EDUCATION

Master of Engineering (Mobile and Pervasive Computing) @ Anna University, Trichy, Tamil Nadu, India Jun, '15

Bachelor of Engineering (Computer Science and Engineering) @ Kamaraj

IT SKILLS

- Google web master
- Internet & Email Applications Google Ads
- Google Analytics
- Google Search Console
- Yoast SEO
- Moz Keyword Research Tool
 - SEMrush tool
 - Bing Web Master Console
 - Facebook Campaign management
 - LinkedIn Ads
 - Twitter Ads
 - Google Ads
 - Yandex Webmaster Console

PERSONAL DETAILS

Permanent Address – 5/449, Indhira Colony, Seelanaikanpatti, Kadaneri Post, Watrap TK, Srivilliputhur, Virudhunagar, Pin – 626149.

Marital Status – Married

DECLARATION

I confirm that all the data mentioned above are absolutely correct to the best of my knowledge.



K.Elangovan