

## Girishwar Y

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### Objective:

Having 4+Years of experience in **SEO, SMM, E-mail Marketing, FB/Insta Ads & LinkedIn Ads** and to take up a challenging Career grows with honesty, loyalty, Good relationship, best performance, and translates my Experience, knowledge, skills and abilities into value for an Organization.

### Skills:

- Optimize the Website for better results
- Draft and Implement SEO plans for the products/service
- Analyze key metrics and tweak strategy as needed.
- **Research on** keywords to drive traffic and promote the products
- Developing **On-Page Activities** in support of SEO like Meta Tags and Page Titles
- Driving Back-links from quality sites through various Off-Page Activities
- Creating strategy on updates, traffic details and goals
- Experience in working with SEO Tools like Google Analytics, Webmaster and AdWords etc....
- Manage and maintain updates for large keyword lists
- Ability to prepare ad campaigns and variations
- Create **email marketing campaigns** to promote products or services.
- Design, create and manage promotions and Social ad campaigns.
- Assist in the maintenance and monitoring of keyword bids account daily and monthly budget caps, impression share, quality score and other important account metrics.
- Ensure optimal high-quality scores for **Google Ad words**
- Generating B2B leads using LinkedIn platform.

### Professional Experience:

- Working as Digital Marketing Specialist at Taskmo – Social Gig Platform, Bangalore from Jul'21 to present.
- Worked as SEO Specialist at ValueLeaf Services Pvt., Ltd., Bangalore from Mar-2020 to till Jun'21.

- Worked as **Digital Marketing Executive** at DoubleSeat Advertising Agency Bangalore from Aug 2018 to Mar 2020.
- Worked as **SEO Executive** at IMN Electronics solutions Pvt. Ltd., Bangalore from Jan 2018 to Aug 2018.

#### **Expertise-in:**

- Search Engine Optimization
- Social Media Marketing
- Facebook/Instagram Ads
- LinkedIn Ads
- WhatsApp Marketing
- Generating Leads via Paid/Organic.
- SMS Marketing
- ASO Optimization
- E-mail marketing.

#### **Projects:**

##### **#1**

Client : Taskmo – Social Gig Platform

Website : [www.taskmo.com](http://www.taskmo.com)

Team : 09

#### **Description:**

Taskmo is a temporary staffing platform, revolutionising the gig-economy in India by providing gigs for job seekers who want to work and earn at their flexible hours by doing hourly, daily and seasonal part-time jobs. Taskmo believes in technology motivated strategy targeted on genuine data to offer a flexible way to make money, gain experience and take control over when and where they work. With utmost effort and enthusiasm, Taskmo endeavour to provide opportunities to all gigsters to work and get engaged with Fortune 500 companies to startups."

#### **Roles & Responsibilities:**

- Carrying out keyword research using tools to optimize web content
- Tracking metrics such as organic traffic, conversion rates and time spent on page using platforms such as Google Analytics
- Analyzing websites and social media pages to make recommendations for improvement
- Uploading Blogs to the website as per audience research for increasing website traffic.
- Creating, managing and strategize for all paid campaigns and Facebook ad accounts

- Generating Leads (Taskers) for the client by running Facebook campaigns.

### **Projects:**

#### **#2**

Client : Trio International School

Website : [www.trioworldacademy.com](http://www.trioworldacademy.com)

Team : 09

### **Description:**

Trio was established in 2007 in Sahakara Nagar, Bangalore, India. It is an international day and residential/boarding school offering IB Primary Year Program, Cambridge International Examinations and IB diploma program and ICSE. It offers a weekly & yearly Boarding facility for Boys.

### **Roles & Responsibilities:**

- Implementing link-building strategies
- Monitoring and reporting on search trends and SEO performance
- Performing competitor analysis to identify content gaps and areas for improvement in website design
- Using Excel spreadsheets to compile reports
- Create and schedule content for a variety of social channels
- Generating Leads (Admissions) by running paid campaigns.

#### **#3**

Client : Buddy Loan India

Website : [www.buddyloan.com](http://www.buddyloan.com)

Team : 01

### **Description:**

Buddy Loan, a first-of-its-kind platform, built with the latest features and technology, lets you experience a hassle-free journey of getting a personal loan to meet your personal financing needs. By applying for a loan through Buddy Loan, you can now turn the odds in your favor and

can fulfil your dreams of going on that dream vacation, having a dream wedding, pursuing that international academic course, getting a renovation done, or even buying your own dream bike or car.

#### Roles & Responsibilities:

- Improving Page Authority & Domain Authority of Website
- Generating Quality Backlinks with SEO Off Page activities.
- Develop and Executive successful SEO strategies.
- Conducting Keyword Research to guide Content Team.
- Reviewing technical SEO issues and recommend fixes.
- Collecting data & report on traffic, ranking and other aspects.
- Working with Social Media and PPC teams to optimize the campaigns.
- Identifying powerful keywords to drive the most valuable traffic.

#### #4

Client : Akshayakalpa

Website : [www.akshayakalpa.org](http://www.akshayakalpa.org)

Team : 08

#### Description:

**Akshayakalpa** Farms and Food Pvt. Ltd. is an organic food company based in Tiptur in Karnataka. The company manufactures, markets and sells organic milk, and organic milk products. The organic products include Farm Fresh Milk, A2 Milk, Curd, Ghee, Butter, Paneer, and Artisan Cheese under the Akshayakalpa brand.

#### Roles & Responsibilities:

- Provide Key-Word research as requested.
- Maintain & Manage client SEO campaign.
- Regular SEO reports with strategic insight and recommendations.
- Provide regular/monthly site health-check.

- Performing optimization for website to ensure maximum ranking for each keyword targeted.
- Performing link building for better SEO results.
- Tracking & Analyzing website traffic flow and provide regular internal reports.

## #5

Client : Wellness Associates

Website : [www.wellnessassociates.in](http://www.wellnessassociates.in)

Team : 08

### Description:

Wellness Associates offers customized fitness and wellness solutions to the corporate, hospitality, and commercial real estate. Our unique approach towards worksite health and fitness focuses on promotion of preventive fitness and wellness.

### Roles & Responsibilities:

- Social media management Editing & Posting photos, videos regularly for branding of the company.
- Performing research on current benchmark trends & audience preferences.
- Design & implementing social media strategy.
- Implementing new features to develop brand awareness.
- Analyzing social media campaigns with tracking system to gather visitor's data.
- Planning & monitoring the ongoing company presence on social media.

## #6

Client : Lapp India Pvt. Ltd.

Website : <https://lappindia.lappgroup.com>

Team : 08

### Description:

Lapp India is a leading supplier of integrated solutions and branded products in the field of cable and connection technology. We are the pioneers in introducing the concept of "Reliably

connecting the world” with our unbeatable range of cabling products and solutions. Today, LAPP India has over 300 employees to best serve customers and meet the growing demand of the business.

**Roles & Responsibilities:**

- Develop benchmark metrics to measure the results of social media programs.
- Analyze & evaluate social media campaigns & strategies.
- Preparing reports on effectiveness of campaigns.
- Monitoring trends on social media.
- Monitoring social space for brand & related topics & conversations.

**Academic Qualification:**

- B.Tech from Jawaharlal Nehru Technological University Hyderabad.

**Certifications:**

- Certification in Google Ad words.

**Declaration:**

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

**Place: Bangalore**

**(Girishwar Y)**

**Date:**